

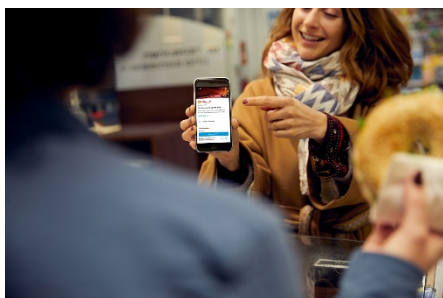


May 23, 2019

Volkswagen launches new service called "We Experience"

- Users receive personalized recommendations and special offers for products and services
- Well-known partners such as Shell, Domino's and Tank & Rast
- Suggestions based on IBM technology
- "We Experience" available in Germany in the "VW Connect" app

Wolfsburg – Volkswagen has added a new service called "We Experience" to its "Volkswagen We" digital ecosystem in Germany. The new feature provides personalized recommendations and special offers for products and services available in the vicinity of the vehicle. The service rolls out with well-known partners such as Shell, Domino's or Tank & Rast. IBM technology is used to deliver tailor-made offers based on users' individual profiles. "We Experience" is available in the "VW Connect" app.



"We Experience" offers personalized recommendations and special offers for products and services

"We Experience" learns what offers are user-relevant. These may take the form of recommendations for favorite restaurants located nearby, or special deals for carwashing, etc. Well-known partners at the rollout of "We Experience" already include Shell, Domino's and Tank & Rast. The new service will be constantly expanded to include further recommendations and trading partners. The app will display the individual offers for the user who can then redeem them online or on site.

"VW Connect" is a free smartphone app that has been available for iOS and Android operating systems since last year. The app is already used by more

Activated with the user's consent, "We Experience" locates the vehicle via the user's smartphone, and identifies relevant offers in the vicinity. A proprietary algorithm developed by IBM gives the user tailor-made recommendations such as tips and deals for restaurants, shops or services which the user then confirms. This is how "We

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than 560,000 customers in 17 countries. A piece of hardware called a DataPlug links up the vehicle with "We Connect" and is compatible with more than ten million Volkswagen vehicles manufactured from 2008. The DataPlug is a standard fit on some Volkswagen models, such as the up!, T-Cross, Polo and Sharan. If it has not already been fitted it can be purchased as an accessory for €39.50 (recommended retail price in Germany). The small connector is simply plugged into the onboard diagnosis interface (OBD-2) of the Volkswagen. An encrypted Bluetooth connection is set up between the DataPlug and the smartphone – and the Volkswagen becomes a connected car.

"VW Connect" transmits vehicle data to the smartphone – for example, mileage and tank level, driving style analysis and tips on efficient driving behavior, or the current location. If desired, the app also becomes a digital logbook and offers the user various challenges, such as a certain number of trips at a very low engine speed.

Full details on the services can be downloaded from:

["We Experience"](#)

["VW Connect"](#)

About the Volkswagen brand:

Volkswagen Passenger Cars operates in more than 150 markets worldwide and produces vehicles at more than 50 locations in 14 countries. In 2018, Volkswagen produced around 6.2 million vehicles, including bestsellers such as the Golf, Tiguan, Jetta and Passat. Volkswagen has a current workforce of 195,878 employees around the globe. Added to this are more than 10,000 dealerships with 86,000 employees. Volkswagen is forging ahead consistently with the further development of automobile production. Electric mobility, smart mobility and digital transformation of the brand are the key strategic issues for the future.
