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Volkswagen mobilizes fans at the UEFA EURO 2020™: Shirt is also ticket for e-scooters, bicycles and more

- The printed QR code enables soccer fans to use the mobility offers of external partners less expensively
- Volkswagen marketing head Jochen Sengpiehl: “When it comes to mobility, soccer fans should think primarily of Volkswagen.”
- The EURO tournament to serve as a bridge builder among nations: The shirts feature a crest with the image of a bridge from the respective location where the games are played

Wolfsburg – The countdown has started: The opening game of UEFA EURO 2020 will begin 100 days from tomorrow in Rome. For the first time, the European football championship will be held in twelve different countries. As the official mobility partner of the tournament (June 12 to July 12), Volkswagen is giving fans Mobility Shirts in the locations where games are played. With their striking design, the shirts not only look cool, they also mobilize the wearer.



More than just a shirt: The Volkswagen Mobility Shirt mobilizes fans.¹

When fans scan the QR code printed on the shirt with their smartphone, they will be whisked to a Volkswagen microsite. Here they have the opportunity to use sustainable mobility offers less expensively: For instance, they can get vouchers for bike sharing providers or to rent e-scooters. Volkswagen is working with external partners on this project. “It’s our vision that when it comes to mobility, football fans should think primarily of Volkswagen,” says Jochen Sengpiehl, Head of Marketing for the Volkswagen Passenger Cars brand. Volkswagen will use the tournament especially to highlight the topic of electromobility and the market launch of the ID.3¹.

“We don’t want people to view us only as an automaker. At this year’s EURO championships, we plan to highlight our transformation into a provider of mobility services. It is only natural for us to add partner companies to our EURO team. For us, in the future a holistic mobility concept will include alternative means of transportation, and in this regard the European championship is just the beginning.”

To receive a Mobility Shirt, visitors must register at the Volkswagen stand in their fan zones and provide their names, e-mail addresses and shirt size. Fans are notified via e-mail as soon as the shirt can be picked up. The shirt will be available in all venues with

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the exception of Baku. In Munich, where the German team will play its three group-stage games, and in London, Volkswagen will set up a booth in the stadium in addition to the one it will operate in the Fan Zone.

The official tournament logo of the UEFA EURO 2020 and the Volkswagen logo will be placed on the arms of the Mobility Shirts, which were specially designed for Volkswagen. The emblem on the front of the shirt will be a real eye-catcher: A well-known bridge in each venue city has been incorporated into the emblem, including the Wittelsbach Bridge in Munich, the Ponte Sant'Angelo in Rome and the Tower Bridge in London. The bridges symbolize the special ties between the locations where the games are played. The tournament, which is being held at locations across Europe, is intended to overcome boundaries and – figuratively – to build bridges between nations.

In addition to being the tournament's mobility partner, Volkswagen is supporting seven of the participating national teams: Germany, France, Switzerland, Austria, Denmark, Finland and Russia.

: ID.3: The vehicle has not gone on sale yet in Europe.