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Volkswagen named "Most Innovative Brand 2017"

- Volkswagen brand receives various accolades for innovation as part of the Plus X Award
- New Arteon receives top ranking in the "Automotive Brand Contest"

Wolfsburg/Frankfurt (D) – The Volkswagen brand won various design and innovation awards yesterday at the Frankfurt International Motor Show (IAA). Most prominently, the jury for the Plus X Award singled out the Volkswagen brand for the title "Most Innovative Brand 2017". Meanwhile, the new Arteon received the "Best of Best" top ranking in the "Automotive Brand Contest 2017".



Klaus Bischoff, Head of Volkswagen Design, collected the "Most Innovative Brand" award on behalf of Volkswagen.

Klaus Bischoff, Head of Volkswagen Design, collected the top award "Most Innovative Brand 2017" on behalf of Volkswagen. The Plus X Award is one of the leading innovation awards worldwide for technology, sport and lifestyle. It is presented to brands in recognition of their products' qualitative and innovative edge. In addition to the top award, four other models from

the Wolfsburg-based manufacturer secured numerous seals of approval to win through as product of the year in their respective categories in the Plus X Award:

- I.D.BUZZ¹ as "Automotive Concept Vehicle of the Year 2017"
- The Golf as "Compact Passenger Car of the Year 2017"
- The Atlas as "SUV of the Year 2017"
- The Arteon as "Saloon of the Year 2017"

The new Arteon additionally scooped the "Best of Best" top ranking in the categories "Exterior and Interior Volume Brand" in this year's "Automotive Brand Contest". The international jury explained its decision as follows: "In the Arteon, the designers from Wolfsburg have embodied the shape of the future in a series production vehicle with exceptional aplomb. They have combined the design elements of a traditional sports car with the elegance

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and space of a fastback while at the same time managing to incorporate many of the concept car's innovative stylistic features and design details into the series production vehicle."

The German Design Council (Rat für Formgebung) stages the "Automotive Brand Contest" annually to acknowledge outstanding product and communication design in the automotive industry. It was established as a foundation in 1953 on the initiative of the German Bundestag and is recognised worldwide as a leading centre of excellence for communication in the design field.

¹⁾ I.D.BUZZ: The concept vehicle has not yet gone on sale, and therefore Directive 1999/94 EC does not apply.

About the Volkswagen brand: We make the future real.

The Volkswagen Passenger Cars brand is present in more than 150 markets throughout the world and produces vehicles at over 50 locations in 14 countries. In 2016, Volkswagen produced around 5.99 million vehicles, including bestselling models such as the Golf, Tiguan, Jetta and Passat. Currently, 196,000 people work for Volkswagen across the globe. The brand also has 7,700 dealerships with 74,000 employees. Volkswagen is forging ahead consistently with the further development of automobile production. Key strategic themes for the future are electric mobility, smart mobility and the digital transformation of the brand.
