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### Volkswagen Touareg wins gold at the German Design Award

- Top award in the "Passenger Vehicles" category
- Flagship impresses with its timeless and functional design
- Jury: "Fantastic SUV, harmoniously designed down to the last detail."

Wolfsburg/Frankfurt (Germany) – The Volkswagen Touareg won the top gold award in the "Passenger Vehicles" category at the German Design Awards. The prestigious prize was accepted by Klaus Bischoff, Head of Volkswagen Design, at the award ceremony in Frankfurt am Main. There was a great deal of praise from the expert jury for the SUV model, especially for the technology, the high quality and the fun factor.



Impresses with a timeless and functional design: The Volkswagen Touareg



Klaus Bischoff, Head of Volkswagen Design, and Andrej Kupetz, Managing Director of Rat für Formgebung, at the award ceremony today

The Volkswagen flagship did particularly well in the evaluation thanks to its timeless and functional design. The reasons for the jury's decision read like a tribute to the Touareg: "With the now third generation of the Touareg, Volkswagen offers a timelessly elegant all-rounder that leaves nothing to be desired in terms of form and technology and also perfectly embodies the classic Volkswagen virtues. A fantastic SUV, harmoniously designed down to the very last detail, with a compact design that is pleasantly solid yet of impressive quality. A perfect family car that is impressive and also fun on all occasions."

#### Impressive top model

The Touareg is Volkswagen's top model and the brand's technology leader. The well-engineered proportions and clear lines make the dimensions of

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the SUV both dynamic and elegant. The Touareg combines majestic solidity with finely tuned sophistication. The chrome slats of the eye-catching, upright grill seamlessly integrate into the headlights, which serve as the broad shoulders of its precisely structured character. The Touareg lettering confidently adorns the centre of the rear. "The Touareg is a friendly character that doesn't have to prove itself. Its sovereignty is based on steadfast composure – it knows it can do it. We have perfected this character with the new generation," says Klaus Bischoff, Head of Volkswagen Design, when describing the design process.

### **Acknowledged competition**

The German Design Award is presented by the "Rat für Formgebung" (German Design Council), which is regarded as the German brand and design authority. The Council was founded as early as 1953 on the initiative of the German Bundestag and supports industry in consistently achieving brand added value through design. Since 2012, a jury of experts has also been awarding the German Design Award to ground-breaking product and communication design. Volkswagen was one of the winners in the "Transportation" category in 2017 with the Tiguan. Now the Touareg is following suit in the passenger car segment.

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#### **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 6.24 million vehicles, including bestsellers such as the Golf, Tiguan, Jetta and Passat. Volkswagen has a current workforce of 198,000 employees around the globe. Added to this are more than 7,700 dealerships with 74,000 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.

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