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## Volkswagen up! receives "Wertmeister 2019" award

- First place for most stable residual value in city car segment
- Prestigious award from AUTO BILD automotive magazine
- High residual value is basis for attractive leasing and financing rates

Wolfsburg – Fantastic award for Volkswagen: the city specialist up! TSI<sup>1)</sup> has won the "Wertmeister 2019" award (value champion) in the city car category. Each year, the automotive magazine AUTO BILD honors the vehicles with the most stable residual value in several vehicle segments. The award was presented to Holger B. Santel, Head of Sales and Marketing Germany, at a ceremony in Berlin yesterday evening.



Holger B. Santel (second from left), Head of Volkswagen Sales and Marketing Germany, received the „Wertmeister“ award from Dennis Petermann (left), Head of autobild.tv, Thorsten Barg, Managing Director Schwacke, and moderator Eve Scheer



"Wertmeister 2019": Volkswagen up! is the city car with the most stable residual value

"We are delighted to have won this award. It confirms that choosing our high-quality cars not only brings loads of driving fun, but also makes good long-term economic sense", Santel said.

### Highest residual value after four years

The award is based on the residual value of the vehicle after four years as a percentage of the price for a new car. For the city car category, the calculation is based on annual mileage of 11,000 kilometers. The high up! version of the up! TSI beat off the competition with a residual value of 57.07 percent of the new price (residual value: €8,700 Euro, new price: €15,245).

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### **Residual value calculated in cooperation with Schwacke**

AUTO BILD calculates the residual values in cooperation with vehicle valuation specialist Schwacke. The residual value is not only of interest to customers, but is also important for car makers and banks, because it plays a role in determining leasing and financing rates. Being a "Wertmeister" is – quite literally – a valuable asset. The methodology is based on a number of factors in addition to vehicle parameters; these include general economic development and market and customer trends.

### **Award launched in 2004**

AUTO BILD and Schwacke presented the "Wertmeister" award for the 16<sup>th</sup> time this year. Winners are chosen in 13 vehicle classes – from city cars such as the up! to large SUVs. Volkswagen won the "Wertmeister" award in the large SUV category last year with the Touareg 3.0 V6 TDI<sup>2)</sup>.

<sup>1)</sup> up! 1.0 TSI – Fuel consumption in l/100 km: urban 5.5 / extra urban 3.8 / combined 4.4; CO<sub>2</sub> emissions combined in g/km: 101; efficiency class: B

<sup>2)</sup> Touareg 3.0 TDI (210 kW/286 PS) – Fuel consumption in l/100 km: urban 8.1 / extra urban 6.2 / combined 6.9; CO<sub>2</sub> emissions combined in g/km: 182; efficiency class: C

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#### **About the Volkswagen brand:**

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 2018, Volkswagen delivered 6.2 million vehicles including bestselling models such as the Golf, Tiguan, Jetta or Passat. Currently, 195,878 people work for Volkswagen across the globe. The brand also has 10,000 dealerships with 86,000 employees. Volkswagen is forging ahead consistently with the further development of automobile production. E-mobility, smart mobility and the digital transformation of the brand are the key strategic topics for the future.

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