



July 27, 2017

“You don’t need eyes to see beauty” – Blind photographer Pete Eckert presents new Volkswagen Arteon with unique images

- Award-winning photographer’s first automobile project
- International campaign features 10 extraordinary Arteon motifs and a making-of clip

Wolfsburg – Volkswagen is today expanding the international marketing campaign for its new Arteon. The blind American photographer Pete Eckert has placed the new Volkswagen model on the stage in a very special way. With immediate effect, 10 extraordinary images and a making-of clip can be viewed on the Arteon microsite at arteon.volkswagen.com.



Blind photographer Pete Eckert feels the silhouette of the new Arteon in preparation for taking his photographs.



A “light painting” by Pete Eckert with the new Volkswagen Arteon.

“The new Arteon represents expressive, avant-garde design. Pete Eckert has presented this design in a unique way. The images he has created are genuine works of art and have a very special atmosphere that only he can create. We have found Pete to be an impressive personality and would like to thank him for the fantastic cooperation,” says Xavier Chardon, Head of Marketing of the Volkswagen brand.

With the new Arteon, Pete Eckert has realized his first automobile project. In preparation for the photos, he obtained detailed information on the special features and characteristics of the new model. On the set, he gained sensory impressions of the new Arteon by feeling and tapping in order to develop as precise an impression of the new car as possible. With the aid of an assistant, he then produced his photographs, known as “light paintings”. Eckert took the photographs with an analog camera in

Press contact

Volkswagen Communications

Christine Kuhlmeier
Spokesperson Sales & Marketing
Phone: +49 5361 9-83699
christine.kuhlmeier@volkswagen.de

Christoph Oemisch
Volkswagen Brand Communications
Phone: +49 5361 9-18895
christoph.oemisch@volkswagen.de



More at
volkswagen-media-services.com



complete darkness, using long exposure times and double exposures. This way, he produced dynamic effects by moving different light sources.

The new campaign elements focus on the two-and-a-half-minute video clip. This shows the production of the images and includes interview sequences with Pete Eckert. Teaser clips and motifs are being used on the social media to attract attention to the campaign. The creative agency responsible is Grabarz & Partner.

Pete Eckert lives in Sacramento, California. He lost his sight when he was an adult as a result of an illness. His works have been widely published and honored by a number of awards. One of his motifs appeared on a United Nations postage stamp. He says about himself: "I am a visual person. I just can't see."

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 about 5.99 million vehicles including bestselling models such as the Golf, Tiguan, Jetta or 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. E-mobility, Smart mobility and the digital transformation of the brand are the key strategic topics for the future.
