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Volkswagen India reaches a milestone
-Appoints Volkswagen Pune as 15th Network Partner-
-Achieves the target of 15 dealerships at the turn of the year 2008 to 2009-

Mumbai, January 09th 2009 – Volkswagen India has successfully achieved its target of 15 dealerships in India at the turn of the year 2008 to 2009. The company today announced the appointment of Volkswagen Pune as its authorized dealer in the city. In addition, Volkswagen currently has dealerships in **Delhi, NCR, Mumbai, Bangalore, Hyderabad, Chandigarh, Ludhiana, Jaipur, Cochin, Chennai, Ahmedabad, Lucknow, Goa and Kolkata**. In its endeavour to have a pan India foot print, Volkswagen is planning to add 25 more dealers to achieve a target of 40 dealerships by end of 2009.

Commenting on the announcement, **Mr. Joerg Mueller, President and Managing Director, Volkswagen Group India** said, “We are delighted to achieve our target of 15 dealerships in 15 months of our operations in India. India holds a great potential for Volkswagen and we are glad that the implementation of our sales, marketing and network strategies have been in sync to enable us to reach this milestone. We are a committed player and will strive to achieve greater heights in the future.”

Adding to this, **Mr. Uwe Bodendiek, Director Sales and Dealer Network, Volkswagen Passenger Cars India** said, “Pune is an important automobile market for us as we are also building our first car manufacturing unit here. I am confident that with an able partner like Volkswagen Pune by our side, we will be able to provide quality sales and service support to our valuable customers.”

The Volkswagen Pune dealership is setting up a sales showroom on Nagar Road, Wagholi. The facility is being built as per global standards of Volkswagen Corporate Identity and Design.

According to Mr. Shrinivas Pawar, Managing Director, Volkswagen Pune Dealership, “It is our pleasure to partner with Volkswagen India in shaping its expansion plans across key markets. It will be our endeavour to provide customers in Pune and Western India with an opportunity to experience globally reputed Volkswagen brands like the Passat and the Jetta in their own city.”

As with every other Volkswagen dealership, Volkswagen Pune has been provided intense training in management of sales, service, spare parts and business systems to assure customers of the best-in-class pre and post sales ownership experience.

About Volkswagen: Volkswagen is the biggest brand within the Volkswagen Group and also the largest carmaker in Europe and in Germany. The brand sells its broad model range from the Fox to the Phaeton in more than 150 countries worldwide. With the market launch of the Passat in September 2007 and the Jetta in July 2008, Volkswagen offers its first models produced in India. Also available is the Phaeton and the Touareg as a direct import. Guided by a top-down strategy, Volkswagen presents itself in a variety of segments as a premium manufacturer of high volume models.

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