



Mumbai International Motor Show 2009 officially opened to the public

**Ceremony inaugurated by Mr. Uwe Bodendiek, Director Sales and Dealer Networks,
Volkswagen India and**

Sujoy Ghosh, Director The Times of India and The Economic Times

Mumbai, January 16th, 2009 – The **Mumbai International Motor Show (MIMS)** taking place between 15th to 18th January 2009 was officially inaugurated yesterday evening. The inauguration ceremony was presided over by Mr. Uwe Bodendiek, Director Sales and Dealer Networks, Volkswagen India along with Sujay Ghosh, Director The Times of India and The Economic Times who took part in the Ribbon Cutting ceremony.

“It is indeed a pleasure for me to have this opportunity to represent Volkswagen at the inaugural ceremony of such a famed event. Western India offers Volkswagen tremendous potential in terms of a market and through our participation in MIMS, we hope to further strengthen Volkswagen as a brand in this part of the country. Our cars on display here reflect Volkswagen’s commitment to cutting edge technology and engineering, comfort and safety which is exactly what our customers look for”, said Mr. Bodendiek.

This is the first of its kind Motor Show being held at the MMRDA Grounds at the Bandra Kurla Complex. Volkswagen is one of the main exhibitors at the event, showcasing four of its car models - the Passat, Jetta, Touareg and the New Beetle which stole most of the limelight. The Passat and the Jetta have both been launched in India and are assembled locally as well. The Touareg and New Beetle on display are available in India as a direct import. With the Beetle planning to enter the Indian market, it has turned out to be one of the main highlights of the show.

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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