



Volkswagen Zooms Into the Fast Lane; Expands Dealership Network

Appoints “Orion Motors” as its network partner in Hyderabad

Hyderabad, April 29 2008 – Volkswagen India today announced the appointment of Orion Motors as its authorized dealer in Hyderabad. Mr. Joerg Mueller, Volkswagen Group Representative for India and President of Volkswagen India as well as of the Volkswagen National Sales Company, said: “The partnership is in line with our strategy to extend Volkswagen’s reach in the country.

The announcement comes at a time when the company is witnessing an upsurge in demand from across the country and is building up a plant in Chakan/Pune with a start of production in the year 2009.

The showroom spread over an area of 6,000 sq. ft. area, and, located at KBR Park, Jubilee Hills promises premium buying experience to its customers, at par with the world-class Volkswagen standards of sales and services. The state of the art service facility well equipped with tools and equipment capable of servicing 10 cars per day is being set up at Hafeezpet and will be ready by July 2008.

Commenting on Volkswagen’s dealer network strategy Mr. Andreas Prinz, Managing Director, Volkswagen Passenger Cars India said “Our partnership with Orion Motors in Hyderabad reiterates Volkswagen’s strong focus on widening our presence across key markets and providing world class services to our customers. We are confident that this new partnership is a major milestone for Volkswagen’s expansion plans in India.

Volkswagen currently operates Franchises in Delhi, Mumbai and Bangalore and now adds Hyderabad, Ludhiana, Chandigarh, Gurgaon and a further Franchise in Delhi to its network. In the year 2008 Volkswagen aims to operate 15 outlets in India and will soon finalize its further network partners. The company is aiming to open 30 outlets in India by end 2009.”

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

Mr. Rajiv Sanghvi, Director, Orion Motors said, “We are pleased to partner with Volkswagen and look forward to building a strong relationship with our premium customers in Hyderabad. We are confident of providing world-class

Volkswagen standards of experience to our customers as any other Volkswagen international dealership”.

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, Volkswagen offers its first model produced in India. Also available is the Touareg as a direct import. The next step in the model program will be the market entry with the Jetta in the mid of 2008.

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