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Volkswagen Zooms Into the Fast Lane; Expands Dealership Network

Appoints “Genuss Motors” and “Prestige Motors” as its network partner in Chandigarh and Ludhiana respectively

Chandigarh, May 4 2008 – Volkswagen India today announced the appointment of Genuss Motors and Prestige Motors as its authorized dealers in Chandigarh and Ludhiana respectively. Mr. Joerg Mueller, Volkswagen Group Representative for India and President of Volkswagen India as well as the Volkswagen National Sales Company, said: “The partnerships are in line with our strategy to extend Volkswagen’s reach in the country.

The announcements come 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.

Both the showrooms are spread over an area of 5,000 sq. ft. area each. The Chandigarh showroom is located at 32, Industrial Area, Phase-I and the Ludhiana showroom is located at Giaspura Chowk, GT Road. The showrooms promise premium buying experiences to their customers, at par with the world-class Volkswagen standards of sales and services. Additionally, both dealers are also setting up state-of-the-art service facilities well-equipped with tools and equipment capable of servicing 8 cars per day at each location. The facilities 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 Genuss Motors and Prestige Motors in Chandigarh and Ludhiana respectively reiterates Volkswagen’s strong focus on widening our presence across key markets and providing world class services to our customers. We are confident that these new partnerships will be major milestones for Volkswagen’s expansion plans in India.

Volkswagen currently operates Franchises in Delhi, Mumbai, Bangalore and and now adds Chandigarh, Ludhiana, Hyderabad, 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.”

According to Mr. Pardeep Mittal, Director, Genuss Motors and Mr. Saravdeep Lally, Director, Prestige Motors, “ We are pleased to partner with Volkswagen and look forward to building strong relationships with our premium customers in Chandigarh and Ludhiana. We are confident of providing world-class Volkswagen standards of experience to our customers as any other Volkswagen international dealership”.

As with every other Volkswagen dealership, both Genuss Motors and Prestige Motors have 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, 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.

Volkswagen Group Communications

Contact: Kurt Rippholz

Phone: + 91 – 9930455597

E-mail: kurt.rippholz@volkswagen.de

20:20 Media

Contact: Sony Shetty/Megha Sachdeva

Phone: + 91 – 9811639657/9899186411

E-mail: sony@2020india.com/megha@2020india.com