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Volkswagen Unveils the Globally Successful Jetta in India

Mumbai (India), July 16, 2008. Volkswagen India today announced the launch of one of the brand's globally successful model, Jetta in India at a spectacular ceremony. The Jetta sedan which is being assembled locally at the Volkswagen Group's Aurangabad plant will be available in India in three variants and two engines – Jetta 1.6L Petrol engine with a 5-speed manual gearbox and the exceptionally torque-strong 1.9L TDI with a strong turbo-diesel engine and the option of 5-speed manual transmission or 6-speed DSG automatic transmission. The prices ex-showroom Delhi of the Jetta 1.6L Petrol Trendline is Rs 12.97 lakh and the 1.9L Diesel Trendline is Rs 14.22 lakh. The top of the line 1.9L Diesel Comfortline with DSG Automatic transmission is priced at Rs. 16.67 lakh. It will be available in several eye-catching colors like campanella white, red spice, reflex silver, platinum grey and deep black in India.

Speaking on the occasion, **Mr. Joerg Mueller, President and MD Volkswagen Group India**, said, "We are excited to bring the Jetta to India as it is one of our most popular cars globally. The Jetta reflects a synthesis of excellent sportiness, impressive comfort, elegant styling and safety features. Its launch in India reiterates our commitment to our valued Indian customers in order to provide them with the latest technology and unique Volkswagen experience." He further added, "We are determined to offer our best-of-the-breed products to India and the entry of the Jetta after the Passat accelerates our future plans for the Indian market in line with our top-down strategy."

With an enviable success story in Europe, about eight million units of this model range have rolled out of the assembly line globally. Having long established itself as the most popular car in the USA from a European manufacturer, the Jetta is known for its powerful and sporty design, top quality and uncompromising level of safety. Technically based on the popular Golf sedan, the Jetta juxtaposes German technological excellence with striking designing skills. Known for its stylistic interiors, the Jetta comes as an attractive sedan with a dynamic image of the four door car.

Mr. Makham Dhalivaal, Managing Director of Volkswagen Passenger Cars at Volkswagen Group Sales India Private Limited said, “The Volkswagen Jetta is a global best-seller & the No. 1 selling car from a European brand in the American market. It is loved by customers world-wide for its efficiency, sturdy build, safety features & elegant styling. In India, the Jetta is positioned in the Lower D Segment, below the Passat that occupies the Upper D Segment. Customers in this segment are brand aware, internationally travelled & extremely well informed. The segment grows whenever an innovative product is offered. The Jetta with its world-class safety, build quality & frugal engines will certainly appeal to this class of customer.”

The Jetta 1.6 (75 kW / 102 PS) marks the entry level into the world of this advanced Volkswagen. Even at this level, standard features include air conditioning (Climatic), electro-mechanical power steering, power windows (4 windows), central locking with RF remote, electrically adjustable and heated outside mirrors, ABS antilock braking system, metallic paint, height adjustment on driver's seat, center armrests in front as well as 16-inch alloy wheels and a Radio-CD sound system (RCD 300). Considering advanced safety as one of the most important features of the car, the Jetta enjoys an uncompromising high level of technology and features in the area of passive safety and comes equipped with six airbags as standard and side airbags as an additional feature of the Comfortline version. Displaying fresh and classy interior design, the Jetta offers one of the largest cargo areas in its segment with a volume of 527 litres (without spare wheels).

In the case of the Jetta 1.9 TDI (77 kW / 105 PS) with manual five-speed gearbox, this package is supplemented with features such as an automatic climate control system (Climatronic), multifunctional display (on-board computer with display in the instruments), a total of eight loudspeakers for the Radio-CD sound system (RCD 300) and fog lamps

The top version, the Jetta 1.9 TDI with 6 speed automatic DSG gearbox which is the most efficient automatic transmission in the world, has even more exclusive features. Its basic equipment includes leather seats, a multifunctional leather steering wheel, centre armrests and side airbags – including in the rear – as well as the ESP electronic stabilisation program. Also standard: the high-end RCD 500 audio system with 10 loudspeakers and CD changer, an alarm system, “Coming & Leaving home” lighting function, automatically dimming inside rear view mirror and cruise control.

Volkswagen entered the Indian market last year with its first locally assembled model, the Passat. The company currently has dealerships in Delhi, Mumbai, Bangalore,

Chandigarh, Ludhiana, Hyderabad and Gurgaon. In the year 2008, Volkswagen plans to operate 15 dealerships in India. The company is aiming at a network of more than 100 dealer outlets in India by end 2011.

About Volkswagen:

Volkswagen is the biggest brand within the Volkswagen Group and also the largest carmaker in Europe and in Germany. The Volkswagen Group sold 2.69 million vehicles worldwide from January to May 2008, an increase of 6.6% over the same period last year. 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 offered its first model produced in India. Also available is the Touareg as a direct import. Volkswagen's manufacturing plant is based at Chakan, Pune spread over an area of 250 acres is coming up rapidly.

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