



· presse · news · prensa · tisk · imprensa · prasa · stampa · pers · 新闻 ·

Volkswagen and Audi set up their new Corporate sales office in Mumbai

Mumbai, August 21st 2008. Volkswagen Group, Europe's largest automobile manufacturer is poised to further strengthen its Indian operations with the setting up of a new corporate sales office in Mumbai.

The new corporate sales office located at Bandra Kurla Complex will help Volkswagen and Audi in catering to its customers and dealers in India better.

Speaking on the occasion, Mr. Joerg Mueller, President and Managing Director Volkswagen Group India remarked, "Our Indian operations play a significant role in our overall strategy. To further strengthen the growth in India we will increase our Volkswagen and Audi dealerships across the country from 14 at present to approximately 150 by 2011. We look forward to a long-term relationship with the country."

In 2007, Volkswagen had first introduced to the Indian market, its indigenously built Volkswagen Passat to cater to the premium automobile segment. This was followed by the recent successful launch of the Volkswagen Jetta, Volkswagen's mid-sized premium car in India. Volkswagen dealerships are based in New Delhi, Gurgaon, Mumbai, Bangalore, Hyderabad, Chandigarh and Ludhiana.

Audi entered the Indian market in 2005. The Audi model range in India includes the Audi A8, Audi Q7, Audi A6, Audi A4 and Audi TT and is available at present in seven dealerships across the country: in New Delhi, Gurgaon, Chandigarh, Mumbai, Bangalore, Hyderabad and Pune.

To further increase their footprints in the country Volkswagen offers its top models like the Phaeton and the Touareg as CBUs. Audi will introduce the super sports car Audi R8 to the Indian market in autumn 2008.

With this office Volkswagen Group Sales Private Limited crosses another milestone which firmly grounds it to India and displays its firm aspiration to capture the Indian automobile market.



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 per cent 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 Volkswagen Passat in September 2007, Volkswagen offered its first model produced in India. In July the Volkswagen Jetta, one of the most successful models of Volkswagen worldwide, was launched in India. Also available is the Phaeton and 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.

About AUDI AG

AUDI AG develops and produces cars for the luxury car segment worldwide. The company achieved its twelfth consecutive record year in 2007, with 964,151 cars sold and a revenue of 33,617 million Euros and profit before tax of 2,915 million Euros, the company attained its best figures ever. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Gyor (Hungary), Changchun (China) and Brussels (Belgium). At the end of 2007, production of Audi A6 started in Aurangabad, India. The company is active in more than 100 markets worldwide. AUDI AG's wholly owned subsidiaries include Lamborghini S.p.A in Sant'Agata Bolognese, Italy, and quattro GmbH in Neckarsulm. Audi employs more than 54,000 people worldwide, including 45,000 in Germany. The brand with the four rings invests more than €2 billion each year in order to sustain the company's technological lead embodied in its "Vorsprung durch Technik" slogan.

Volkswagen Brand Communications India

Contact: Kurt Rippholz

Phone: + 91 – 99 3045 5597

E-mail: kurt.rippholz@volkswagen.co.in

Audi India Press Communications

Bettina Bernhardt, General Manager

Phone: +91 – 22 4070 0249

E-Mail: bettina.bernhardt@audi.de

20:20 MEDIA

Contact: Naina Shetty/David Vaz

Phone: + 91 – 98 1970 3379 / + 91 – 93 2265 2611

E-mail.com: naina@2020india.com / david@2020india.com