



Volkswagen Accelerates Focus on Southern India Market

Sets up dealership in Cochin

Cochin, September 10th, 2008 – Volkswagen India today announced the appointment of Volkswagen Cochin as its authorized dealer in Cochin. Mr. Joerg Mueller, President and Managing Director, Volkswagen Group-India said, “This partnership is in line with our strategy to extend Volkswagen’s reach in the country. We see a growing demand for our cars and this step is towards a greater pan-India presence and easier accessibility to customers.”

This announcement 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.

The Volkswagen Cochin showroom is spread over an area of 7,500 sq. ft. It is located at NH Bye-pass, Kannadikadu Maradu. The showroom promises a premium buying experience to its customers, at par with the world-class Volkswagen standards of sales and services. Additionally, Volkswagen Cochin is also setting up a state-of-the-art service facility well-equipped with tools and equipment capable of servicing 40 cars per day. The facility will be ready by October 2008.

Commenting on Volkswagen’s dealer network strategy Mr. Makhm Dhalivaal, Managing Director, Volkswagen Passenger Cars India said, “Our partnership with Volkswagen Cochin 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 partnership will be major milestone for Volkswagen’s expansion plans in India.”

Volkswagen currently operates Franchises in Delhi, Mumbai, Bangalore, Hyderabad, Chandigarh and Ludhiana and now adds Cochin. 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 around 30 outlets in India by end 2009.

According to Mr. Sabu Johny, Managing Director, Volkswagen Cochin, “We are pleased to partner with Volkswagen and look forward to building strong relationships with our premium customers in Cochin and Kerala. 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, Volkswagen Cochin has 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 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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