



## **Volkswagen appoints its second dealership in Bangalore**

### **Aims at widening its customer base in the city**

**Bangalore, June 11 2009** – Volkswagen India today announced the appointment of Volkswagen Palace Cross as its authorized dealer in Bangalore.

The announcement came at a time when the company is witnessing an upsurge in demand from across the country and its plant at Chakan, Pune is ready for manufacturing ahead of its schedule.

Volkswagen Palace Cross showroom is under remodelling spread over an area of 4000 sq. ft. and is located at Palace Cross road. The showroom would offer premium buying experience to its customers, at par with the Volkswagen's global standards of sales and services. Additionally, Volkswagen Palace Cross is setting up state-of-the-art service facility well-equipped with tools and equipment capable of servicing 15 cars per day at Hesaraghatta Road, Bagalagunta. The facility is under construction and will be operational from July 2009.

Commenting on Volkswagen's dealer network strategy Mr. Neeraj Garg, Member of the Board & Director, Volkswagen Passenger Cars said "Our partnership with Volkswagen Palace Cross reiterates Volkswagen's strong focus on widening our presence across key markets and supporting our customers with prompt and efficient services. This is in addition to our existing partner M/s Elite Motors who has supported Volkswagen since its entry into India. We are confident that these partnerships will be major milestones for our expansion plans in India."

Volkswagen currently operates Franchises in Delhi, Mumbai, Bangalore, Hyderabad, Chandigarh, Noida, Ludhiana, Jaipur, Cochin, Chennai, Ahmedabad, Goa, Kolkata, Lucknow, Pune and now adds its second facility at Bangalore. In the year 2009 Volkswagen aims to add 25 more outlets in India taking the total outlets to 40.

According to Mr. T. Ravindra, Managing Director, Volkswagen Palace Cross, "We are pleased to partner with Volkswagen and look forward to building strong relationships with our premium customers in Bangalore. We are confident of providing Volkswagen's global standards of experience to our customers as any other Volkswagen international dealership".

As with every other Volkswagen dealership, Volkswagen Palace Cross 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. The brand sells its broad model range from the Fox to the Phaeton in more than 150 countries worldwide. Volkswagen currently offers the Passat and the Jetta in the Indian market. Also available is the Touareg as a direct import.

Volkswagen Passenger Cars

Ananya Handa

Phone: + 91 – 9769211902

E-mail: [ananya.handa@volkswagen.co.in](mailto:ananya.handa@volkswagen.co.in)