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Media Information

FOR IMMEDIATE RELEASE

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VOLKSWAGEN LAUNCHES NEW "LUV BUG" ADVERTISING CAMPAIGN

New TV spot highlights the evolution of the Volkswagen brand with the arrival of the all-new Atlas Midsize SUV

HERNDON, VA— Volkswagen of America, Inc., announced today the release of "Luv Bug," the first TV spot featuring the all-new 2018 Volkswagen Atlas, which is scheduled to arrive at showrooms later this spring. Debuting during Primetime on March 20th, "Luv Bug" heralds the arrival of Volkswagen's expanded SUV lineup by sharing the story of a couple whose blossoming relationship results in the growth of both their family and their vehicle.

"Luv Bug" shows the evolution of the Volkswagen brand through the eyes of a growing American family, as they graduate from the iconic Beetle to the compact Jetta sedan then to the versatile Tiguan and eventually to our all-new 2018 Atlas," said Vinay Shahani, Senior Vice President, Marketing, Volkswagen of America. "We are excited to debut the Atlas with an ad campaign that celebrates our heritage and journey, alongside that of our American consumers."

Featuring the song, "The Birds and the Bees" by Dean Martin, the spot also introduces the tagline "Life's as big as you make it," speaking to the versatility and spaciousness that the Atlas offers for both families and adventure-seekers alike.

Built in Volkswagen's manufacturing plant in Chattanooga, Tennessee, the Atlas is the biggest boldest Volkswagen ever built in and for the U.S. market, and it has been specifically tailored to meet the needs of the American consumer. The Atlas offers class-competitive levels of technology and spaciousness combined with hallmark Volkswagen driving dynamics and attention to detail, all at a price designed to draw customers' attention in the family SUV segment.

To view the spot please visit <https://youtu.be/DZ3cDd-L1Qg>

About Volkswagen of America, Inc.

Founded in 1955, Volkswagen of America, Inc., an operating unit of Volkswagen Group of America, Inc. (VWoA) is headquartered in Herndon, Virginia. It is a subsidiary of Volkswagen AG, headquartered in Wolfsburg, Germany. VWoA's operations in the United States include research and development, parts and vehicle processing, parts distribution centers, sales, marketing and service offices, financial service centers, and its state-of-the-art manufacturing facility in Chattanooga, Tennessee. The Volkswagen Group is one of the world's largest producers of passenger cars and Europe's largest automaker. VWoA sells the Beetle, Beetle Convertible, CC, e-Golf, Golf, Golf Alltrack, Golf GTI, Golf R, Golf SportWagen, Jetta, Passat, Tiguan and Touareg vehicles through approximately 652 independent U.S. dealers. Visit Volkswagen of America online at www.vw.com or media.vw.com to learn more.

Notes:

This press release and images of the all-new Atlas are available at media.vw.com. Follow us @VWNews.