



VOLKSWAGEN OF AMERICA, INC
2200 Ferdinand Porsche Drive
Herndon, Virginia 20171
www.media.vw.com
@VWNews

Media Information

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CONTACT: Nicole Redding
571-471-9257
nicole.redding@vw.com

VOLKSWAGEN TAKES A BITE OUT OF DISCOVERY CHANNEL'S SHARK WEEK WITH "LAND OF SHARKS" CAMPAIGN

Volkswagen takes viewers on a road trip in the all-new Atlas to explore ancient oceans and prehistoric sharks

HERNDON, VA— Volkswagen of America, Inc., now in its sixth year as a sponsor of Discovery Channel's SHARK WEEK, teamed with the network to introduce Land of Sharks, a unique look at oceans of the past with a cross country journey in the all-new 2018 Volkswagen Atlas. This year, Volkswagen will build on excitement around SHARK WEEK to showcase how the new 7-seater SUV brings families together for life's big adventures.

"Volkswagen is excited to continue our sponsorship of Discovery Channel's SHARK WEEK for the sixth year," said Jennifer Clayton, Director of Brand and Marketing Communications, Volkswagen of America. "This year's cross-country journey to explore oceans of the past provides an ideal platform to show the versatility and spaciousness of the all-new 2018 Volkswagen Atlas."

The Land of Sharks campaign, developed by Volkswagen's agency of record Deutsch and produced by Discovery Channel, includes a short video series to tell the story of a family on a road trip in a Volkswagen Atlas as they travel to various locations to learn about prehistoric sharks that once swam there. These three 60-second vignettes will display the family visiting an archeological site, travelling to a research lab and finally driving in an Atlas to dive with modern sharks.

To supplement the TV elements, Volkswagen and Discovery Channel have also created a unique online experience that allows SHARK WEEK families at home to explore the depths of their neighborhood alongside ancient sharks through an immersive "underwater" Google street view experience. Available from Sunday, July

23, 2017 to Sunday, July 30, 2017, fans will be able to access the experience through the Land of Sharks website, <http://landofsharks.com/>

"Discovery Channel is proud to be working with Volkswagen for six consecutive years on SHARK WEEK, TV's must-see summer event," said Mark Lewis, VP Ad Sales Marketing, Discovery Communications. "Discovery Channel and Volkswagen are both advocates of innovation and exploration, and the all-new Atlas was a perfect fit for this year's programming as we ventured across the deserts of the United States to explore the ancient oceans and its sharks."

The all-new Atlas SEL Premium fits families of all sizes with its Easy-Access 3rd row seating for 7, and includes an array of high tech interior features such as the Volkswagen Digital Cockpit with available Volkswagen App-Connect and Fender Premium Audio System. The all-new Atlas is also the only vehicle in its class to offer Automatic Post-Collision Braking System. The Volkswagen Atlas comes with a six-year or 72,000-mile (whichever occurs first) New Vehicle Limited Warranty, with coverage that's transferable beyond the first owner—the best transferable, bumper-to-bumper warranty among SUVs in America.

Television's longest running and most anticipated event SHARK WEEK returns on Sunday, July 23rd on Discovery Channel.

To learn more and view each vignette, please visit:

Episode 1: Fish Out of Water: https://www.youtube.com/watch?v=E3GXWlfeP_A

Episode 2: Jurassic Shark: <https://www.youtube.com/watch?v=xTZ1TStfEY>

Episode 3: Unlandlocked: <https://www.youtube.com/watch?v=ztHPUpQABaY>

For more information, also be sure to visit:

<http://newsroom.vw.com/community/discover-the-ancient-sharks-that-once-roamed-your-neighborhood/>

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 Atlas, 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:

MY2018 Atlas 6 years/72,000 miles (whichever occurs first) New Vehicle Limited Warranty. Based on manufacturers' published data on transferable Bumper-to-bumper/Basic warranty only. Not based on other separate warranties. See owner's literature or dealer for warranty limitations.

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