



# Media Information

## FOR IMMEDIATE RELEASE

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## VOLKSWAGEN OF AMERICA REPORTS JULY 2017 SALES RESULTS

- July sales totaled 27,091 units, a decrease of 5.8 percent over July 2016
- Year-to-date sales totaled 188,329, an increase of 5.9 percent
- Sales of the all-new Atlas totaled 1,306 units

**Herndon, VA** — (August 1, 2017) Volkswagen of America, Inc. (VWoA) today reported sales of 27,091 units delivered in July 2017, a 5.8 percent decrease over July 2016. With 188,329 units delivered year-to-date in 2017, the company is reporting an increase of 5.9 percent in year-over-year sales.

July 2017 also marks the start of sales for the all-new 2018 Tiguan, which joins the Chattanooga-built Atlas in Volkswagen's new SUV lineup. Production ramp up of the Atlas continues as Volkswagen works to meet consumer demand. Deliveries of the 2018 Tiguan, which began late in the month, totaled 593 units. Atlas sales totaled 1,306 units.

### July News Highlights

**PRESS RELEASE:** [VOLKSWAGEN TAKES A BITE OUT OF DISCOVERY CHANNEL'S SHARK WEEK](#)

**PRESS RELEASE:** [VW CREDIT, INC., INVESTS IN AUTOGRAVITY LEADING FINANCIAL TECHNOLOGY FOR VEHICLE FINANCING](#)

**NEWSROOM:** [A LOOK AHEAD: VW + SUVs: DR. HENDRIK MUTH, VP, PRODUCT MARKETING & STRATEGY](#)

**NEWSROOM:** [DISCOVER THE ANCIENT SHARKS THAT ONCE ROAMED YOUR NEIGHBORHOOD](#)

### July 2017 Sales

|                        | <u>July 17</u> | <u>July 16</u> | <u>Yr/Yr% change</u> | <u>July 17 YTD</u> | <u>July 16 YTD</u> | <u>Yr/Yr% change</u> |
|------------------------|----------------|----------------|----------------------|--------------------|--------------------|----------------------|
| <b>Golf</b>            | 1,267          | 1,246          | 1.7%                 | 8,437              | 7,326              | 15.2%                |
| <b>GTI</b>             | 1,747          | 2,417          | -27.7%               | 12,480             | 13,269             | -5.9%                |
| <b>Golf R</b>          | 158            | 222            | -28.8%               | 2,484              | 2,792              | -11.0%               |
| <b>e-Golf</b>          | 308            | 344            | -10.5%               | 2,195              | 1,799              | 22.0%                |
| <b>Golf SportWagen</b> | 2,103          | 1,122          | 87.4%                | 18,234             | 6,487              | 181.1%               |

|   |        |        |         |         |         |         |
|---|--------|--------|---------|---------|---------|---------|
| <b>Total Golf Family</b>                                | 5,583  | 5,351  | 4.3%    | 43,830  | 31,673  | 38.4%   |
| <b>Jetta Sedan</b>                                      | 11,054 | 11,449 | -3.5%   | 66,549  | 69,724  | -4.6%   |
| <b>Jetta SportWagen</b><br><i>(now Golf SportWagen)</i> | n/a    | 1      | -100.0% | n/a     | 5       | -120.0% |
| <b>Total Jetta</b>                                      | 11,053 | 11,450 | -3.5%   | 66,548  | 69,729  | -4.6%   |
| <b>Beetle Coupe</b>                                     | 651    | 1,051  | -38.1%  | 5,605   | 4,734   | 18.4%   |
| <b>Beetle Convertible</b>                               | 708    | 477    | 48.4%   | 4,575   | 3,567   | 28.3%   |
| <b>Total Beetle</b>                                     | 1,359  | 1,528  | -11.1%  | 10,180  | 8,301   | 22.6%   |
| <b>Eos*</b>   | n/a    | n/a    | n/a     | 1       | 387     | -99.7%  |
| <b>Passat</b>   | 5,143  | 6,549  | -21.5%  | 40,280  | 39,362  | 2.3%    |
| <b>CC</b>   | 95     | 193    | -50.8%  | 1,014   | 1,874   | -45.9%  |
| <b>Tiguan</b>   | 1,484  | 3,379  | -56.1%  | 18,449  | 23,935  | -22.9%  |
| <b>2018 Tiguan</b>                                      | 593    | n/a    | n/a     | 593     | n/a     | n/a     |
| <b>Touareg</b>  | 475    | 308    | 54.2%   | 2,105   | 2,511   | -16.2%  |
| <b>Atlas</b>  | 1,306  | n/a    | n/a     | 5,329   | n/a     | n/a     |
| <b>TOTAL</b>  | 27,091 | 28,758 | -5.8%   | 188,329 | 177,772 | 5.9%    |

\*Eos production ended in July 2015

#### **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](http://www.vw.com) or [media.vw.com](http://media.vw.com) to learn more.

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