



## **A name is born – the New Volkswagen Amarok**

### **An interview with Mr Harald Schomburg, Member of the Board of Management for Sales and Marketing at Volkswagen Commercial Vehicles on the naming of the Ute.**

Q. How did you come up with the name, and what is the reason for the wolf analogy?

*A. We were looking for an authentic name that fits the characteristics of our Ute just right and works perfectly around the globe. The Amarok is a particularly powerful and robust vehicle with great stamina that can adapt to a great variety of situations.*

*All these characteristics can also be attributed to the wolf. Since our Ute is something special, we also had special requirements with regard to its name. I think we succeeded in finding a good match.*

Q. How do you pronounce the name and does it have the same associations everywhere?

*A. All three syllables are equally stressed. We made a point of choosing a name that also works easily in the [Latin] languages; that is, specifically in South America. To ensure this, all major markets were closely involved in the entire naming process. The literal meaning of 'he loves stones' in the [Latin] languages fits right in with our Ute.*

Q. Will the vehicle be called Amarok in all the markets or are there exceptions?

*A. The use of the name in such a great number of markets will be nearly unrivalled by other Volkswagen models. That is why the global presence and acceptance of the name was important to us. No exceptions are planned.*

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