



Double Success at World Car of the Year Awards

Volkswagen scoops overall World Car Award and also the Green Car Award

At the New York International Auto Show in Manhattan the Volkswagen Polo was declared the 2010 World Car of the Year.



Merit, value, safety, environment, significance and emotional appeal are the criteria for the World Car of the Year. Already in 2009, a Volkswagen model ranked the highest: the Golf. This year the top three contenders for World Car of the Year title were, in alphabetical order, the Mercedes-Benz E-Class, the Toyota Prius and the Volkswagen Polo.

"We're honoured that the Volkswagen Polo was chosen by this distinguished group of jurors," said Prof. Dr. Martin Winterkorn, Chairman of the Board of Management of Volkswagen AG. "After the great triumph of the Golf last year, we are delighted to repeat this success with the new Polo. These automobiles have reaped numerous awards, winning well-nigh every prize the automotive industry has to award. This shows Volkswagen is on the right track and is offering arguably the best range of products in its history."



The award was received in New York City on Thursday morning by Walter de Silva, head of design Volkswagen Group. "The new Volkswagen Polo generation fascinates both ways - by its uncomplicated, unique and timeless design plus its high efficiency. Already more than 230,000 customers worldwide placed their orders."

The same 59 member jury has also given Volkswagen's BlueMotion product brand (available for Polo, Golf and Passat) preference over two other finalists in the 2010 World Green Car award: the Honda Insight and the Toyota Prius.



"BlueMotion is one of the most successful efficiency brands worldwide, it stands for tremendous competence in efficient and economical drive trains at Volkswagen" said Prof. Dr. Martin Winterkorn.

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Now in their seventh year, the annual World Car awards have become one of the world's most prestigious, credible and significant programs of its kind. Each juror drives and evaluates new vehicles on a regular basis as part of their on-going full-time professional work. Through their respective outlets they collectively reach an audience of many millions worldwide.

As part of the annual World Car awards, World Green Car has become one of the world's most prestigious, credible and significant programme of its kind. Due to the complexity of some of the 'green' technologies, three green experts were appointed by the World Car Steering Committee to extensively review all documentation and specs associated with each candidate and then create a short-list of finalists for review by jurors in their second round of voting held in February.

Dean Sheed, Volkswagen General Manager for New Zealand, welcomed the two awards: "Ever since we launched the new Polo late in 2009, it has been extremely well received by our customers, to the point where demand is exceeding supply. The presentation of World Car of the Year Award to the Polo simply reinforces why! The Polo range in New Zealand is set to expand with the arrival of the Polo TSI in June. This model will showcase drive train technology never before seen in this class"

And on the second award, Sheed commented: "The fact that the World Green Car Award was presented to a range of cars shows that it is possible to enjoy fuel efficient technologies no matter what type of vehicle you choose to drive. At the heart of this is the fact that our BlueMotion range of vehicles is based on existing TDI diesel engine technology. In addition, Volkswagen's focus is not only on the environmental impact of a vehicle during use, but also during production and later on down the track, disposal."

Ends

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