



The Driving Force behind New Zealand Football

Volkswagen now powering the All Whites and Football in New Zealand



On the eve of the All Whites World Cup Squad heading to South Africa to represent New Zealand at the World Cup, Volkswagen announces a new partnership program with Football New Zealand.

The vision of the partnership between Volkswagen and New Zealand Football is to share in the development of the game. With interest in football at all an all time high on the back of World Cup qualification the time has never been better to invest in grassroots development activities and to grow the game from the ground up. This is a philosophy that Volkswagen has applied to football the world over and is eager to expand to New Zealand.

“Volkswagen has a strong commitment to football globally, based out of our headquarters in Wolfsburg, Germany” commented Dean Sheed, Volkswagen General Manager for New Zealand. “We already have developed Junior Football Masters programmes in 20 countries, across 5 continents and have our own team, “VfL Wolfsburg” in the German Bundesliga” he added.

This new partnership will see Volkswagen supporting children at local Saturday morning club games all over the country through to the further development of the Small Whites development program and all the way up to the elite level representative teams.

“The announcement of Volkswagen supporting New Zealand Football nationally and particularly at grass roots levels further drives our ability to develop the sport and individual talent”, announced Michael Glading, CEO of New Zealand Football. “Also, given Volkswagen’s global association with the sport, there’s already a shared passion for the game and a mutual desire to reinforce the existing plans that we have in place. It’s an exciting time for football and we are looking forward to further exploring the opportunities that a brand such as Volkswagen can bring to the table and to capitalising on the profile that the football is currently enjoying” he added.

“Our brand has been very successful and has a strong development plan of its own in both the passenger and commercial vehicle areas but we feel that the partnership between New Zealand Football and Volkswagen will help both the sport of football and our brand to grow even further” concluded Mr Sheed.

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