



The new Passat is “Car of the Year 2015”

- **Coveted honour as Europe's “Car of the Year” goes to the eighth generation of the best-seller**
- **Three out of the last six winners have been a Volkswagen**
- **Arrives in May to New Zealand**
- **<https://www.youtube.com/watch?v=ueRPMpP5t4Q>**

Europe's “Car of the Year 2015” is a Volkswagen: the new Passat wins the prestigious award, which is presented every year by the international “Car of the Year” jury. The winner was announced on the afternoon before the Geneva International Motor Show.

Tom Ruddenklau, General Manager at Volkswagen New Zealand said, “The Passat is the ultimate demonstration of Volkswagens ‘brilliant value’ when it arrives in New Zealand in May. The engineering prowess shows in everything about the car from the bank vault-like build quality to the high performance engines. I am particularly excited about the 176kW/500Nm 2.0l TDI bi-turbo engine. The Passat shows the commitment to brilliance from Volkswagen since we won the same award with the Golf (2013) and the Polo (2010) and once again we will be delivering at a very competitive price”

“We are extremely proud of this accolade,” explained Prof. Martin Winterkorn, CEO of Volkswagen Aktiengesellschaft, at the prize-giving ceremony in Geneva. “In the new Passat we have again succeeded in developing a car that sets the standards for its class in terms of technology and quality. This honour is a tremendous confirmation for the work of our engineers, designers and the entire team. The new Passat shows that the Volkswagen brand has the right answers to the challenges of our time.”

Heinz-Jakob Neusser, Member of the Board of Management Volkswagen Brand for the Development Division, received the award for the new Passat: “We are delighted by the honour of “Car of the Year 2015”. This accolade has a very special significance for us because it is awarded by independent international trade journalists. In addition, the honour is known to have a high standing for our customers.”

Car of the Year Award

One of the oldest and most well-known awards in Europe, “Car of the Year” has been honouring the best new releases in the car industry every year since 1964. The jury, consisting of 58 European motoring journalists from 22 countries, had nominated seven candidates ahead of the final. In the preceding months, these candidates had undergone detailed testing, comparisons and evaluations based on criteria such as economy, comfort, safety, driving characteristics, functionality, design and technical progress. In the 52nd edition of the traditional competition, the new Passat clearly triumphed over its six rivals in the final with a total score of 340 points.

The New Passat

The new Passat, in all its versions, is one of the most successful mid-class cars in the world and with 1.1 million units (in 2014) one of the highest-volume series of the Volkswagen Group worldwide. Now in its eighth generation, the best-seller is regarded as one of the most

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innovative cars in its class. Thanks to advanced engineering methods, it was possible to introduce a significantly more dynamic design (including lower body, longer wheelbase, and larger wheels). Despite the unaltered length in the exterior dimensions, the new Passat has still expanded considerably in terms of interior roominess. At the same time the latest technologies have been added: they include systems such as LED headlights, 3-zone climatronic, side and lane assist plus rear traffic alert, Front Assist with City Emergency Braking. The new Passat is available with direct injection turbocharged petrol and diesel engines which cover a power range from 132 kW to 206 kW.

The new Passat arrives in sedan and wagon in late May 2015. Volkswagen Dealers are taking expressions of interest. Exact model and specification will be released in April.

For more information on the full range of Volkswagen vehicles, visit www.volkswagen.co.nz.

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FOR FURTHER INFORMATION PLEASE CONTACT:

Ben Montgomery **Volkswagen Marketing**

Phone: 021990334 Email: bmontgomery@volkswagen.co.nz

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