



Volkswagen celebrates 60 years of New Zealand heritage

Volkswagen returning to 'People's Car' in New Zealand

Volkswagen today celebrates an incredible 60 years of New Zealand motoring. The very first Volkswagen arrived in New Zealand in 1954 and over the past six decades Volkswagen has become a vital part of the country's automotive history.

New Zealanders have grown up with Volkswagens and have had a lengthy love affair with the German car brand. For almost 30 years, from 1958 to 1986, the Volkswagen plant in Otahuhu produced 30,000 vehicles.



Today, Volkswagen is one of the country's favourite car brands and has become synonymous with innovation, safety and fun.

Tom Ruddenklau, General Manager of Volkswagen New Zealand says he is hugely proud of Volkswagen's heritage in New Zealand.

"Since the first Volkswagen arrived on our shores 60 years ago we have been driving Kiwis the length and breadth of the country. In that time, we have also been lucky enough to share some special experiences with our drivers. The term Volkswagen actually translates into English as 'The People's Car' starting with the Beetle and Kombi 60 years ago. Our goal is to return to 'The People's Car', which has started with the introduction of the 2013 NZ Car of the Year- Golf.

"Our goal is to bring the world's best to all Kiwis, and we'll continue to strive for that in the next many years. We are proud of our German roots and we are delighted to be able bring the full depth of this knowledge and expertise to New Zealand drivers", says Ruddenklau.

To celebrate the 60 year anniversary, Volkswagen is offering special edition models across a broad range of vehicles throughout 2014. The first cars to receive anniversary pricing are the Passat and the Polo and for a limited time selected models will be available with savings of up to 18 percent. Both car lines have also received significant interior and exterior specification updates to celebrate 60 years in New Zealand.

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From humble beginnings, Volkswagen now operates 16 dealers and 20 service centres that stretch the length of New Zealand. The Volkswagen New Zealand aftersales experience offers competitive pricing and surgical precision servicing. The Volkswagen Service App for smartphones also connects Volkswagen drivers with their nearest certified service centre at all times.

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

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FOR FURTHER INFORMATION PLEASE CONTACT:

Alana Hutt Phone: (09) 360 2911 or 027 222 9070 Email: ahutt@volkswagen.co.nz

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