



Volkswagen Group Australia - Sydney

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15th January 2007

### **VOLKSWAGEN'S AUSTRALIAN SALES EXCEED 27,000 IN 2007**

For the first time since the mid 1960's, Volkswagen has sold more than 27,000 vehicles in a calendar year. To be exact, there were 27,400 Volkswagen passenger and commercial vehicles sold in 2007. This also ensured Volkswagen was the 10<sup>th</sup> highest selling brand in Australia for the year. This outstanding year of +27% growth for the brand, followed on from the +36.7% volume growth in 2006.

Several models throughout the range performed well with significant increases over the prior year. Passat +111.9%, Touareg +51.1%, Jetta +30.9%, Caddy Life/Camper +105.3%, Transporter +14.5%, Caddy +13.6% and Golf +13.8%. The Golf continues to be Volkswagen's best selling model with 10,982 delivered last year. Eos deliveries of 1436 ensured it achieved number one spot for the year in its respective market segment.

Managing Director - Volkswagen Group Australia, Mrs Jutta Dierks had this to say about why, for the 3<sup>rd</sup> year in a row, the Volkswagen brand has achieved such significant growth. "There are a number of factors that have worked together to achieve these results. Firstly, our product strategy, for the third year running we have launched several new and updated models throughout the year including the new Eos and Golf GT Sport. Secondly, our diesel strategy continues to work well. The fact we offer diesel engines throughout the passenger and commercial vehicle range has given us a significant point of difference in the market place. Also, the introduction of TSI technology has seen strong market acceptance of this new

engine in the Golf GT Sport. And thirdly, the strength of our dealer network and their dedication and confidence to invest in the facilities to manage this growth has played a significant part."

Mrs Dierks added that 2008 will be another exciting year for the Volkswagen brand in Australia with several new and exciting models planned for market introduction.

**For further information**

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