



4th February 2008

Volkswagen de México celebrates ten years of the New Beetle

7 million Volkswagen – including one million New Beetle – built in Mexico.

Puebla, February 1, 2008 – Prof. Dr. Martin Winterkorn, Chairman of the Board of Management of Volkswagen AG, today opened the ceremony celebrating the tenth anniversary of the Volkswagen New Beetle in the presence of the President of Mexico, Felipe Calderón Hinojosa, and guests from politics and industry.

At the same time, more than 300 distinguished guests in Puebla also celebrated the production of the seven millionth Volkswagen in Mexico, which is at the same time the world's one millionth New Beetle. The New Beetle was launched on the market ten years ago in January 1998. The vehicle is still exclusively built in Mexico for markets all over the world.

Otto Lindner, Chairman of the Board of Management of Volkswagen de México, welcomed the guests. He underlined that the New Beetle was the first vehicle to be manufactured in Mexico for export worldwide. "Thanks to the success of the New Beetle, all models produced in Puebla today are exported from Mexico to over 100 countries."

In his speech at the ceremony, Prof. Dr. Winterkorn underscored his confidence in the Mexican location. He confirmed that Volkswagen would be investing approximately one billion US\$ in Mexico over the next three years for Jetta production and capacity optimization at the Puebla plant. "As our only production location in North America to date, Puebla plays a key role in our growth strategy for North America. Volkswagen de México and the Mexican supplier industry are certain to benefit from this."

Prof. Dr. Winterkorn was delighted with the celebrations in Puebla: "The New Beetle has done a good job. 10 years and one million cars after production start-up it is still an important member of the Volkswagen family. We will be continuing this success story with the next generation of the New Beetle."

Felipe Calderón emphasized the significance of the Volkswagen plant in Puebla for the Mexican economy and paid tribute to the company's achievements in creating jobs.

Volkswagen Group Communications

Spokesperson Company and Business

contact: Andreas Meurer

phone: + 49 / 53 61 / 9-4 21 09

fax: + 49 / 53 61 / 9-3 86 22

e-mail: andreas.meurer@volkswagen.de

www.volkswagen-media-services.com

Volkswagen Group Communications

Spokesperson Production and Plants

contact: Christoph Adomat

phone: + 49 / 53 61 / 9-8 62 66

fax: + 49 / 53 61 / 9-57 8 62 66

e-mail: christoph.adomat@volkswagen.de

www.volkswagen-media-services.com

For further information

Jon Dawe, General Manager Press & PR

Nadine Buch, PR Representative

Tel (02) 9695 6003 Mobile 0438 455 036

Tel (02) 9695 6010 Mobile 0438 455 019