



Press Release

Volkswagen

“Rediscover High Value” campaign

Date 10/30/2008

Location New York

New York, October 30, 2008 –

The new Golf arrived at Volkswagen dealerships in Germany on October 10, 2008. Supported by a comprehensive communications effort from DDB Group Germany that foregoes the tongue-in-cheek humor that has characterized the brand, the latest edition of Volkswagen’s most important and successful model scores points with a factually purist presentation of its features.

To back up the claim that in the sixth generation Golf, Volkswagen is still building the highest-quality and best automobile in its class, campaign focuses on the vehicle and its qualities with the tagline: “Rediscover high value. The new Golf.”

Accordingly, Volkswagen also has adjusted the style of the campaign as well as the tone, implementing a premium design effect in every medium. A far reaching print campaign kicked off the effort earlier this month and will run through early December. Print is augmented by 60-, 45- and 33-second spots, complemented by a major Web special online at

www.der-neue-golf.de



that uses lavish film and 3D sequences. Prospective buyers also will receive an off line mailing with an invitation to take a test drive. A follow-up mailing, of high-quality booklet will let them experience the characteristics of the Golf more intensely.

In addition, the cross-media campaign is supplemented by an off line mailing with an invitation to take a test drive, a follow-up mailing of a high end booklet , and an exclusive mobile channel where viewers are able to get a visual sampler of the new Golf at the mobile Web portal www.der-neue-golf.mobi

About DDB

DDB Worldwide Communications Group Inc (www.ddb.com) is the largest consolidated advertising and marketing services global network in the world, according to *Advertising Age*. DDB also has been frequently ranked as the most awarded agency network in the world by *Creativity* magazine and The Gunn Report, among others. With more than 200 offices in over 90 countries, the DDB group believes that creativity is the most powerful force in business, building enduring and powerful brand experiences that create TalkValue,[™] influence social communities and drive results. DDB Worldwide is part of Omnicom Group Inc. (NYSE: OMC).

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