

# Note to editors: || New brand communications line-up at Volkswagen



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BY [VOLKSWAGEN](#)

Christoph Ludewig, previously Deputy Head of Corporate Communications at Volkswagen AG, has assumed responsibility for Corporate Communications of the core brand. The following responsibilities have been assigned within the department: Katrin Hohmann (Strategy and Digital) and Jörn Roggenbuck (Sales and After Sales). The areas of “Sustainability” and “Site and Production” will also be added to the portfolio in the near future.

Stefan Voswinkel will head Product Communications. The separate product and technology teams he previously led have been combined in a newly created unit under the leadership of Benedikt Griffig, formerly Head of Technology Communications. Frank Thürnau is the new Head of Test Car Management. Andre Dietzel, formerly Head of Communications and Marketing at Volkswagen Motorsport, is now responsible for editorial and content production.

Gerd Voss remains the Head of Social Responsibility Communications, that has now become part of brand communications. One of his reports is Christoph Adomat, who is responsible for Sports Communications.

In their respective functions, Christoph Ludewig, Stefan Voswinkel and Gerd Voss report to the Head of Communications, Robin Aschhoff.

An overview of the new contacts can be found at [www.volkswagen-newsroom.com](http://www.volkswagen-newsroom.com).

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## Volkswagen

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**Website:** <https://www.volkswagen-newsroom>

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### Social Media

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