

Volkswagen R to open its own brand pavilion in the Autostadt in summer 2024



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Volkswagen R will present itself as an independent brand in the Volkswagen Group's theme world in future

- The premium performance brand's new location will be used for Volkswagen R community events

Volkswagen R will open its own pavilion in the Autostadt in Wolfsburg in summer 2024. This will create both a new meeting place for the premium performance brand's growing fan base and an event location where Volkswagen R's model diversity, the R allure and new technologies will be presented in the future.

Reinhold Ivenz, Head of Volkswagen R explains:

With our high-performance top models, we have established ourselves as an integral part of the Volkswagen model portfolio – both in the brand and in the Group. With our own pavilion in the Autostadt, we are now taking the next step to further increase the awareness of us as a performance brand. With our transition to an all-electric brand, we will also intensify the R customer experience through exclusive insights into concept cars and new technologies.

With the pavilion, Volkswagen R will have its own brand presence in the Autostadt for the first time. A light-flooded presentation area for vehicles and exhibits as well as a lounge area will be created across around 100 square metres. Motorsport enthusiasts can compete here with virtual racing professionals in driving simulators. The e-gaming experience will not only be reserved for experts but is also intended to offer excitement for families.

Armin Maus, Chairman of the Autostadt Management Board:

In the new Volkswagen R pavilion, innovation and sportiness will be combined with the fascination for technical perfection. With the premium performance brand Volkswagen R, we have a strong

partner that perfectly complements the Autostadt as a centre of automotive enthusiasm and enriches it with a genuine attraction for our guests.

Exclusive customer and club events planned

In the future, the brand will present changing exhibitions from the Volkswagen R theme world in the new pavilion. This includes innovation-related topics, new performance and design concepts, small series production vehicles, performance parts and lifestyle accessories. In addition, the new location will provide the right setting for exclusive customer and community events for the rapidly growing Volkswagen R fan community – such as the ‘Friends of R’ group or the legendary ‘R & Coffee’ fan meet-up. Press conferences, vehicle presentations and technical and expert talks will also take place in the Volkswagen R Pavilion.

Peter Jost, Head of Sales and Marketing at Volkswagen R, says:

The new Volkswagen R pavilion in the Autostadt does not just offer us a new venue where we can showcase ourselves even better as a premium performance brand within the Volkswagen brand world. With this pavilion, we are also creating a meeting point for the Volkswagen R community and are thus becoming even more accessible and authentic as a brand. We will quickly fill this promise to the R Community with life.

Volkswagen R is Volkswagen’s premium performance brand and is responsible for the sportiest vehicles that complement the product range. Five enhanced production vehicles with increased power currently fill customers with excitement. With more than 35,000 vehicles produced, 2023 was a record year for the Volkswagen R. A total of more than 300,000 R models have been delivered since the brand was established in 2002. Volkswagen R is now realigning itself for the future. Based on the four pillars of performance, design, innovation and quality, the portfolio will be gradually changed by the introduction of all-electric R models.

Volkswagen R was founded in 2002 as Volkswagen Individual GmbH. Since 2020, the department has been a separate business unit within the Volkswagen brand. The ‘R’ in the name continues to symbolise the passion for motor sport and racing up to the present day.

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Press Contacts

1. dfgdfggd

fdfds

dfgdfgdfg@gmail.com

32443432

<p>fsdsdfsfd</p>

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