



Media Information

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New Volkswagen campaign tells customers' personal stories

- VW's YourWagen global campaign kicks off in the UK on May 4, 2024
- Emotional stories, photos and videos highlight customers' special relationships with their Volkswagens

Wolfsburg/Milton Keynes – Volkswagen is putting its customers even more firmly at the center of its marketing going forward: the new YourWagen international communications initiative features examples of how Volkswagen models have always been a reliable partner in people's lives – with emotional, playful and entertaining storytelling. The campaign kicks off in the UK market on May 4 with a 60-second advert during the "Britain's Got Talent" broadcast on ITV. In parallel, further real-life tales, photos and videos about Volkswagen drivers and their cars will be posted on the Volkswagen UK website. There will also be multiple activations on social media channels, at retailers and at other events.



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Susanne Franz, the VW brand's Chief Marketing Officer, commented: "The VW brand has always built the best cars to suit any situation in life. So what could be better than to put the people who love and live our brand at the center of our campaign?"

Starting May 4, the YourWagen campaign showcases unique stories about the lives of Volkswagen owners. SurfWagen, MumsWagen or TeamWagen – each customer has their own personal YourWagen, because no two relationships with their Volkswagen are the same. The opening film is about memories of friendship and love, and of overcoming difficulties and turning hobbies into careers. It even features a film star – the legendary Herbie.

Volkswagen has established itself with innovative advertising and legendary slogans such as "Think small", "It runs and runs ..." or "Das Auto". The YourWagen communications initiative focuses on collaborative storytelling, thus setting it apart from other campaigns: "We've involved our customers and fans from the very start and worked with them to create something that we feel is truly unique and collaborative," Susanne Franz said.

Imelda Labbé, Member of the Volkswagen Brand Board of Management responsible for Sales, Marketing and After Sales, commented: "Without the Volks, there is no Wagen – that is the essence of the concept behind our YourWagen campaign. Our customers are of central importance for our brand, that is why we are placing them at the very heart of the new campaign."

Media contact

Volkswagen Communications
Nina Krake-Thiemann
Pressesprecherin Vertrieb,
Marketing und After Sales
Tel: +49 152 06262625
nina.krake-
thiemann@volkswagen.de



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Few car manufacturers can claim a tradition that matches that of Volkswagen. For more than 70 years, the brand has been making innovative technologies, the highest quality and attractive designs accessible to many people – with the likes of bestsellers such as the Beetle, the Golf and the all-electric ID. Family. It is this human factor that makes Volkswagen so special for its fans.

More information and the video clips are available on the Volkswagen UK website:

<https://www.vwpress.co.uk/en-gb/releases/5131>

The Volkswagen Passenger Cars brand has a global presence and produces vehicles at 29 locations in 12 countries. In 2023, Volkswagen delivered about 4.9 million cars. These include bestsellers such as the Polo, T-Roc, T-Cross, Golf, Tiguan and Passat as well as the successful all-electric models of the ID. family. Last year, the company handed over about 394,000 all-electric vehicles to customers worldwide. About 170,000 people currently work at Volkswagen around the world. With its ACCELERATE strategy, the company is consistently driving forward its development into the most desirable brand for sustainable mobility.
