



Media information

December 1, 2021

Note to editors:

New brand communications line-up at Volkswagen

- Volkswagen strengthens core brand communications
- Reorganization of brand and group communications completed at Wolfsburg site

Wolfsburg – Changes to Volkswagen Communications: The structural separation of Brand and Group Communications that was initiated in July 2020 at the Wolfsburg site has been completed effective December 1. In this connection, key areas of communicating the Volkswagen Passenger Cars brand have been realigned and strengthened. Robin Aschhoff remains Head of Communications.

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.

Media contact
Volkswagen Communications
Dr. Christoph Ludewig
Head of Corporate Communications
Phone: +49 5361 9-87575
christoph.ludewig@volkswagen.de



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ACCELERATE
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The Volkswagen Passenger Cars brand is present around the world in more than 150 markets and produces vehicles at more than 30 locations in 13 countries. In 2020, Volkswagen delivered around 5.3 million vehicles. These include best-sellers such as the Golf, Tiguan, Jetta and Passat as well as the all-electric ID.3 and ID.4. Currently more than 184,000 people are working at Volkswagen around the world. Added to this are more than 10,000 dealers and service partners with 86,000 employees. With its ACCELERATE strategy, Volkswagen is consistently implementing its evolution as a software-based mobility provider.
