



April 21, 2020

Resumption of business by car dealerships: Volkswagen launches "JumpStart" program

- Comprehensive online training helps dealers comply with protective measures and promote sales
- Attractive conditions for leasing and financing of new cars and recent-model used cars as well as installment protection plan for customers
- Initial impulse to reviving car trade

Wolfsburg – The Volkswagen Passenger Cars brand has launched comprehensive online training for German car dealers in order to boost the resumption of business activities. About 70 percent of dealerships have now reopened. In addition to practical check lists for the implementation of the hygiene precautions required and new service offerings, dealers are also receiving specific tips on the use of digital tools and ideas for their social media channels. Volkswagen also offers customers attractive packages for.

The objective of all these measures is to allow an easy resumption of normal business activities by dealers. Many of the ideas presented have come from the dealerships themselves and have evolved over the past few weeks. In clearly structured check lists, videos and audio files, dealers receive answers to the most pressing questions concerning service for customers, virtual vehicle presentations, test drives, no-contact collection and delivery services or the vehicle hand over. In addition, Volkswagen recommends various disinfection and cleaning products for its dealers to improve health protection for employees of dealerships as well as for customers.

"The JumpStart program is our initial impulse to revive car trade," says Holger B. Santel, Head of Sales and Marketing, Germany. "Especially in the present situation, there is growing demand for individual mobility. People appreciate the hygiene of their own car. We have good offers and arguments which dealers can use to actively approach customers."

In close cooperation with the dealers' association, Volkswagen is also offering highly attractive conditions for leasing and financing in order to promote the sale of new and recent-model used cars. In addition, car buyers benefit from a complimentary installment protection plan.

"When car sales start to rise again, we will have a good basis for the restart of the entire German economy. However, we will also need broad impetus from politicians to support these efforts," says Jürgen Stackmann, Member of the Board of Management of the Volkswagen Passenger Cars brand responsible for Sales, Marketing and After-Sales. "In addition, there are still several million EU4 or older emissions standard vehicles on German roads. By replacing this fleet, we can jointly make a key contribution to climate protection."

Media contact

Volkswagen Communications
Kamila Laures
Spokesperson Sales & Marketing
Phone: +49 5361 9-89610
kamila.joanna.laures@volkswagen.de

Volkswagen Communications
Christoph Oemisch
Spokesperson Finance & Sales
Phone: +49 5361 9-18895
christoph.oemisch@volkswagen.de



More at
volkswagen-newsroom.com



About the Volkswagen brand:

The Volkswagen Passenger Cars brand is present in more than 150 markets throughout the world and produces vehicles at over 50 locations in 14 countries. In 2018, Volkswagen delivered 6.3 million vehicles including bestselling models such as the Golf, Tiguan, Jetta or Passat. Currently, 195,878 people work for Volkswagen across the globe. The brand also has over 10,000 dealerships with 86,000 employees. Volkswagen is forging ahead consistently with the further development of automobile production. E-mobility, smart mobility and the digital transformation of the brand are the key strategic topics for the future.
