



Volkswagen

• presse • news • prensa • tisk • imprensa • prasa • stampa • pers • 新闻 • npecca •

## Volkswagen brand finishes 2016 on generally positive note as full-year deliveries rise to 5.99 million vehicles

- 2.8 percent increase in deliveries compared with the whole of 2015
- 16.4 percent rise in December compared with the previous year
- China continues to drive the positive trend
- Encouraging results in all sales regions in December compared with the previous year

Wolfsburg, January 9, 2017 – The Volkswagen Passenger Cars brand finished 2016 with full-year vehicle deliveries 2.8 percent up on the figure for 2015. 5.99 million vehicles were delivered to customers worldwide, some 164,000 more than in 2015. Deliveries grew by 16.4 percent in December, when a total of 567,900 vehicles were handed over to customers. Jürgen Stackmann, Volkswagen Brand Board Member for Sales, commented: “The Volkswagen brand ended 2016 on a successful note. Almost 6 million customers chose our brand – and remained loyal to us in challenging times. These encouraging results at the close of 2016 give us confidence for 2017 – a year in which there will be several important product premieres in all regions.”

### Overview of deliveries by the Volkswagen brand in 2016:

Deliveries to customers <u>by markets</u>	December 2016	December 2015	Change (%)	Jan. - Dec. 2016	Jan. - Dec. 2015	Change (%)
Europe	139,800	133,300	+4.9%	1,697,700	1,713,500	-0.9%
Western Europe	119,500	114,300	+4.5%	1,473,500	1,503,800	-2.0%
Germany	38,800	45,200	-14.3%*	557,800	601,000	-7.2%
Central and Eastern Europe	20,200	19,000	+6.3%	224,200	209,700	+6.9%
Russia	7,600	7,900	-3.8%	74,200	78,400	-5.4%
North America	58,800	52,700	+11.6%	580,600	592,100	-1.9%
USA	37,200	31,000	+20.0%	322,900	349,400	-7.6%
South America	30,100	27,000	+11.5%	335,400	458,200	-26.8%
Brazil	21,400	20,800	+2.9%	218,200	335,600	-35.0%
Asia-Pacific	317,300	251,800	+26.0%	3,171,700	2,836,100	+11.8%
China	303,100	235,500	+28.7%	2,999,300	2,630,000	+14.0%

<b>Worldwide</b>	567,900	487,700	+16.4%	5,987,800	5,823,400	+2.8%
------------------	---------	---------	--------	-----------	-----------	-------

\*Systemic decline due to adjustment in ownership period

The main trends in December are outlined below: the good performance in Europe, the USA and – after some difficult months – also in South America is particularly worth mentioning.

- On the home market of **Germany** there was another noticeable decrease in December compared with the previous year, with deliveries down 14.3 percent to 38,800 units, chiefly as the result of a systemic decline due to an extension in the leasing term for employees. Referred to the full year, the performance on the German market declined by 7.2 percent.
- Some of the major **markets in Western Europe** put up a good performance compared with the previous year; France: +35.8 percent, Netherlands: +29.1 percent, Italy: +29.5 percent. This was mainly due to strong demand for the Polo and Tiguan models.
- Over 37,200 vehicles were delivered in the **USA**, a substantial increase of 20.3 percent compared with the previous year. This was in part due to the newly-launched Golf Alltrack and the facelift Passat. These models lifted demand compared with December 2015.
- Deliveries in **Brazil** ran at 21,400 units, an increase of 2.9 percent compared with the previous year. This was attributable to full resumption of production along with successful marketing measures.
- **China**, Volkswagen's largest sales market, was once again the key driver of the positive trend, with 303,100 vehicles (+28.7 percent) handed over to customers there. The Middle Kingdom broke the record not only for December deliveries but also for full-year deliveries.
- **Mexico** maintained the good sales performance of previous months, with deliveries in December 9.3 percent higher than the previous year.

### **Volkswagen Communications**

Spokesperson for Sales and Marketing

Christine Kuhlmeier

Phone: +49 (0) 5361 / 9-83699

E-mail: [christine.kuhlmeier@volkswagen.de](mailto:christine.kuhlmeier@volkswagen.de)

[www.volkswagen-media-services.com](http://www.volkswagen-media-services.com)

