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Volkswagen do Brasil develops its first vehicle for the international market

- **World premiere of the Brazilian “New Urban Coupé” is planned for spring 2020**
- **Production will commence at the Anchieta plant in 2020 and the vehicle will also be built in Europe from 2021**
- **Volkswagen is investing seven billion BRL (approx. €1.5 billion) in Brazil through 2020 under its regionalization strategy**

Wolfsburg – Groundbreaking premiere: For the first time, Volkswagen do Brasil is developing a vehicle based on the modular transverse toolkit MQB completely in-house; the model is also to be produced later in Europe and sold on other international markets. Volkswagen is strengthening the economic significance of Volkswagen do Brasil with the regionalization of the South American market. Through 2020, Volkswagen is investing seven billion BRL (approx. €1.5 billion) in Brazil in the development of new products, digitalization and technological innovations.



Volkswagen do Brasil is developing its first vehicle concept for the international market. The model known as the “New Urban Coupé” was 100% designed and developed in Brazil

Ralf Brandstätter, Chief Operating Officer of the Volkswagen Passenger Cars brand, said: “The internationalization of Volkswagen began 60 years ago with construction of the plant in Anchieta, Brazil. South America has been an important market for Volkswagen ever since. We are strengthening our regionalization strategy with these investments.”

Between 2016 and 2020, Volkswagen is investing seven billion BRL (approx. €1.5 billion) in Brazil in the development of new products, digitalization and technological innovations. With these investments the company is strengthening the development of local products for customers in South America in particular, but also worldwide.

This is based on a restructuring program introduced by Volkswagen to support business opportunities in the South American market. Under its

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regionalization strategy, the company launched a product offensive with 20 new models for Brazil as the key market in the region.

Pablo Di Si, President and CEO of Volkswagen Latin America, said: "For the first time in our history we will be offering our very own vehicle concept on the international market, and sharing design, technology and know-how from Brazil with the world."

The vehicle based on the MQB will be designed and developed in Brazil. Known as the "New Urban Coupé" it combines sportiness with a high driving position. The world premiere is planned for spring 2020. Production will commence at the Anchieta plant in the same year and the vehicle will also be built in Europe from 2021.

About the Volkswagen brand:

Volkswagen Passenger Cars operates in more than 150 markets worldwide and produces vehicles at more than 50 locations in 14 countries. In 2018, Volkswagen produced around 6.2 million vehicles, including bestsellers such as the Golf, Tiguan, Jetta and Passat. Volkswagen has a current workforce of 195,878 employees around the globe. Added to this are more than 10,000 dealerships with 86,000 employees. Volkswagen is forging ahead consistently with the further development of automobile production. Electric mobility, smart mobility and digital transformation of the brand are the key strategic issues for the future.
