



September 13, 2024

Volkswagen India drives in the festive season with the launch of Volksfest 2024

- **Volksfest 2024**, the Brand's annual festive celebration extravaganza will commence on September 14th and culminate on 31st October, and can be availed across Volkswagen dealerships in India
- **Avail exciting benefits and offers** across the Volkswagen product range comprising of the Taigun, Virtus and Tiguan
- **Bringing festivities closer to customers**, the Brand will also be present across key markets in India at premium malls, offering customers curated experience and engagement zones
- **This Volksfest customers can experience the 'Trust Drive'**, a unique concept for customers to test drive the safest Volkswagen they love and witness the impeccable confidence and capability these cars deliver
- **Customers can also avail attractive benefits** on Add-on warranty, Service Value Packages and Value-added services

Mumbai: Volkswagen India is set to usher in excitement this festive season with the start of Volksfest 2024, its annual celebratory extravaganza commencing from September 14th and culminate on 31st October. Inducing customer delight, Volksfest brings together a host of offers and benefits across its product range of Taigun, Virtus and Tiguan. Experience exciting engagement opportunities and assured gifts on test-drive and booking across Volkswagen dealerships in India.

Taking the celebration to premium malls across India, customers will be able to avail exclusive experiences such as free parking and valet services for Volkswagen owners. Curated 'Experience Zones' across various premium malls in the country will showcase Volkswagen cars with engaging product demos, while the 'Engagement Zone' will host fun games and competitions offering exciting giveaways. The Brand has also built a unique "Trust Drive" zone that invites prospective customers to get behind the wheel and experience the safe, German-engineered, fun-to drive characteristics that set Volkswagen cars apart first-hand, giving them a glimpse into the driving confidence that Volkswagen car owners experience on a daily basis.

Mr. Ashish Gupta, Brand Director, Volkswagen Passenger Cars India, said, "Volksfest, is our annual celebratory extravaganza through which we rejoice the festive season with our customers. Each year at Volkswagen India, our aim is to make Volksfest bigger and special for our customers with exclusive offers, benefits, and engagement opportunities. The auspicious festive season typically involves purchases of new products & services. Therefore, this year, we're bringing our Brand even closer to customers, at the heart of cities, at premium malls across the country. Our customers, can spend quality time experiencing their preferred Volkswagen model that's safe, sturdy and fun-to-drive."

The auspicious occasion of Onam and Chingam kick started the festive season in India. To celebrate the festivities with customers in Kerala, Volkswagen India

Press contact

Volkswagen Communications

Gagan Mangal
Head of Press Communication
Tel: +91 88793 00107
gagan.mangal@volkswagen.co.in

Krittika Nangalia
Press Communication
Tel: +91 97690 68670
krittika.nangalia@volkswagen.co.in

Joshua David Luther
Press Communication
Tel: +91 97117 24494
Joshua.luther@volkswagen.co.in

Volkswagen Passenger Cars India, a division of SAVWIPL
(Formerly known as Volkswagen India Pvt.Ltd.)
Registered Office: E1MIDC, Phase 3, Village Nigoje, Kharab Wadi, Chakan, Pune, Maharashtra - 410501
CIN: U70102PN2007FTC133117



More at
<https://www.volkswagen.co.in>



introduced the celebratory Virtus and Taigun Onam editions. It received a significant response with mega deliveries across the dealers in Kerala.

At Volkswagen, our motto is to be part of our customers' celebrations and joyful occasions. Taking it a step further, existing, and new customers can also avail special and exclusive benefits on a wide range of after-sales services such as Add-on warranties and Service Value Packages. Keeping customers at the heart of every initiative, we look forward to welcoming all our customers this Volksfest season and providing them a truly memorable experience.

About the Volkswagen brand

Volkswagen, a leading carmaker in Europe, sells its broad model range, from the Up! to the Touareg, in more than 150 countries worldwide. The brand, globally, 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. In 2019, the brand unveiled its first ever e-mobility offering ID.3 for the European market, based on Volkswagen's MEB platform. In India, Volkswagen currently offers Taigun, Tiguan and the new Virtus.
