

Media Information



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FOR IMMEDIATE RELEASE

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VOLKSWAGEN ANNOUNCES DIGITAL AUDIO UPGRADE IN 2010 WITH HD RADIO™ TECHNOLOGY

HERNDON, Va, January 7, 2009— Volkswagen of America, Inc. today announced during the 2010 Consumer Electronics Show in Las Vegas that select models equipped with the DVD navigation system will enable drivers to enjoy an upgrade in digital entertainment with HD Radio Multi-casting technology. Volkswagen is further investigating the opportunity of bringing HD Radio to its latest touch-screen radio system on future models. HD Radio features added content and format choices, along with more music, news and talk—all in crystal-clear sound.

“As vehicle infotainment systems become more robust, Volkswagen continues to stay on the cutting edge of the latest technologies.” said Toscan Bennett Vice President Product Marketing, Volkswagen of America, Inc. “HD Radio technology provides our customers further audio enjoyment by providing additional channels and clearer sound quality.” Bennett added.

“Volkswagen’s HD Radio adoption further solidifies the technology’s growing momentum in the automotive sector,” said Jeff Jury, COO, iBiquity Digital Corporation, the developer of digital HD Radio technology for AM and FM audio and data broadcasting. “The Volkswagen brand truly manifests innovation and we’re pleased that HD Radio technology has been recognized by yet another automaker for the benefits it offers all car owners.”

Available to 85 percent of Americans, HD Radio broadcasting is the digital upgrade of local AM and FM radio stations. Nearly 2,000 stations are already broadcasting using the crystal-clear HD Radio system, with 1,000-plus additional new multicast channels (HD2/HD3) that are exclusive to HD Radio listeners. These subscription-free channels offer a variety of innovative digital programming including; sports formats such as NASCAR and localized ESPN sports coverage, and a wide variety of unique music formats such as Gospel, Classical, Bluegrass, Jazz, and much more.

The HD Radio platform also allows radio broadcasters to offer data delivery, supplying text information with song titles and artist names, as well as real-time traffic/weather updates, movie listings, sports scores, stock quotes, school closings and emergency alerts. For a complete, current list of HD Radio stations across the U.S., please visit <http://www.hdradio.com>.

Volkswagen of America, Inc.

Founded in 1955, Volkswagen of America, Inc. is headquartered in Herndon, Virginia. It is a subsidiary of Volkswagen AG, headquartered in Wolfsburg, Germany. Volkswagen is one of the world's largest producers of passenger cars and Europe's largest automaker. Volkswagen sells the New Beetle, New Beetle convertible, Golf, GTI, Jetta, Jetta SportWagen, GLI, Passat, Passat wagon, Eos, CC, Tiguan, Touareg and Routan through approximately 600 independent U.S. dealers. All 2009 Volkswagens come standard-equipped with Electronic Stabilization Program. This is important because the National Highway and Traffic Safety Administration (NHTSA) has called ESC the most effective new vehicle safety technology since the safety belt. Visit Volkswagen of America online at vw.com or www.media.vw.com to learn more.

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