

Media Information



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VOLKSWAGEN GOES THE DISTANCE AS OFFICIAL AUTOMOTIVE PARTNER OF ING BAY TO BREAKERS 99TH ANNUAL 12K RACE

HERNDON, VA – Volkswagen of America, Inc. announced today that it will be the official automotive partner of the ING Bay to Breakers 99th annual 12K race taking place on Sunday, May 16th in San Francisco, CA. Throughout the race, which features costumed participants and a festival-like atmosphere, Volkswagen will showcase its full line of fuel-efficient, high-endurance TDI® clean diesel vehicles.

“Volkswagen of America is proud to support the annual ING Bay to Breakers, a race that mirrors our commitment to delivering high performance TDI technology that goes the distance and then some,” said Steve Mears, Regional Director, Western Region for Volkswagen of America, Inc. “Volkswagen TDI clean diesel technology delivers an excellent combination of fuel economy and driving performance.”

Volkswagen TDI clean diesel vehicles, including the fuel efficient and fun-to-drive 2010 Jetta TDI and 2010 Golf TDI, will help serve as the official pace cars leading some of the world’s fastest and most accomplished elite runners as well as 60,000 plus fun runners and walkers down the race course. Early registration for the race is underway and all professional runners, athletes, walkers, crawlers and running enthusiasts in costumes can register for this memorable “only in San Francisco” event by visiting: www.ingbaytobreakers.com.

“We are very excited that Volkswagen will be our automotive partner as we celebrate the 99th annual race,” said Angela Fang, race director, ING Bay to Breakers. “Volkswagen is as iconic as the race itself, and we greatly appreciate their support of this unique event.”

Volkswagen offers a full line of vehicles with the ready-to-go performance and fuel-sipping capabilities that can only be found with TDI clean diesel technology, including: The 2010 Jetta TDI, the 2010 Jetta SportWagen TDI, the 2010 Golf TDI, and the 2010 Touareg TDI. Whether cruising along the highway, or traveling in the city, each model boasts 30 percent better fuel economy and 25 percent fewer greenhouse gas emissions than models with a comparable gasoline engine.

For more information on Volkswagen, please visit www.vw.com, or media.vw.com.

About ING Bay to Breakers 12K

Celebrating its 99th year, the ING Bay to Breakers 12K is one of the world’s largest and oldest footraces, held annually in San Francisco, Calif. The name reflects the traditional course which takes tens of thousands of participants from the northeast end of the downtown area near The Embarcadero (the “bay” side of the city) to the west end of the city and the “breakers” of Ocean Beach. The 7.46 mile (12 kilometer) race features world-class athletes in addition to costumed runners and ‘fun-loving’ folks out for a great day of running and walking through San Francisco. To register for the race, go to: www.ingbaytobreakers.com.

About 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 Golf, GTI, New Beetle, New Beetle convertible, Jetta, Jetta SportWagen, Eos, Passat, Passat Wagon, CC, Tiguan, Touareg and Routan through approximately 600 independent U.S. dealers. All 2010 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 www.vw.com or www.media.vw.com to learn more.

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