

VOLKSWAGEN OF AMERICA

Business Update



AUGUST 2019

Volkswagen of America's July sales rose 2.2 pct.;

- 31,188 total units reported in July
- Year-to-date sales of 215,796, up 6.1 pct. over 2018
- SUV sales total 16,662 in July, making up 53 pct. of sales
- Best July ever for the Golf R

VOLUME LEADERS

	July		YTD	
Tiguan	8,963	+35%	65,972	+25%
Jetta	8,086	+17%	57,059	+43%
Atlas	7,688	+18%	45,414	+31%



VW sold 16,662 SUVs in July, up 14 pct. over 2018. For the fifth straight month, SUVs accounted for more than half of total VW sales.



Atlas sales of 7,688 in July ROSE 18 percent from a year ago. Atlas sales are now up 31 pct. year-to-date.



CPO SALES

	2019	2018	Yr/Yr change
CPO July	8,795	8,608	2.2%
CPO YTD	64,000	55,086	16%

CPO sales totaled 8,795 vehicles in July, and have grown every month in 2019.



Tiguan sales reached 8,963 units in July, an increase of 35 percent over July 2018.



"We have seen good momentum this summer with our fresh SUV lineup and our Drive Bigger sales event. Our results continue the trend of building on our market share growth since 2016. We expect to keep that momentum into the fall as more buyers embrace the Atlas and Tiguan."

Derrick Hatami, EVP sales, marketing and after sales, VWoA

Volkswagen of America

July 2019 Sales

	July '19	July '18	Yr/Yr %	YTD '19	YTD '18	Yr/Yr %
Golf	371	569	-35%	3,908	4,605	-15%
GTI	879	1,159	-24%	7,826	10,348	-24%
Golf R	451	332	36%	1,909	2,572	-26%
e-Golf	460	18	2,456%	2,353	794	196%
Golf SportWagen	1,169	1,092	7%	6,292	9,108	-31%
Total Golf Family	3,330	3,170	5%	22,288	27,427	-19%
Jetta Sedan	8,086	6,931	17%	57,059	39,892	43%
Jetta SportWagen	0	7	N/A	0	69	N/A
Total Jetta	8,086	6,938	17%	57,059	39,961	43%
Beetle Coupe	820	940	-13%	5,305	6,146	-14%
Beetle Convertible	1,404	845	66%	6,317	3,606	75%
Total Beetle	2,224	1,785	25%	11,622	9,752	19%
Passat	628	4,003	-84%	12,084	26,359	-54%
CC	6	32	-81%	44	326	-86%
Arteon	252	N/A	N/A	850	N/A	N/A
Tiguan Limited	5	1,321	-99%	327	10,614	-97%
Tiguan	8,963	6,636	35%	65,972	52,738	25%
Total Tiguan	8,968	7,957	13%	66,299	63,352	5%
Touareg	6	136	-96%	136	1,584	-91%
Atlas	7,688	6,499	18%	45,414	34,657	31%
Total Car	14,526	15,928	-7%	103,947	103,825	0.1%
Total SUV	16,662	14,592	14%	111,849	99,593	12%
TOTAL	31,188	30,520	2.2%	215,796	203,418	6.1%

About Volkswagen of America, Inc.

Founded in 1955, Volkswagen of America, Inc., an operating unit of Volkswagen Group of America, Inc. (VWoA) is headquartered in Herndon, Virginia. It is a subsidiary of Volkswagen AG, headquartered in Wolfsburg, Germany. VWoA's operations in the U.S. include research and development, parts and vehicle processing, parts distribution centers, sales, marketing and service offices, financial service centers, and its manufacturing facility in Chattanooga, Tennessee. The Volkswagen Group is one of the world's largest producers of passenger cars and Europe's largest automaker. VWoA sells the Arteon, Atlas, Beetle, Beetle Convertible, e-Golf, Golf, Golf Alltrack, Golf GTI, Golf R, Golf SportWagen, Jetta, Passat, and Tiguan vehicles through more than 600 independent U.S. dealers. Visit Volkswagen of America online at www.vw.com or media.vw.com to learn more.

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