

# VOLKSWAGEN OF AMERICA

## Business Update



OCTOBER 2019

### Volkswagen of America's September sales fell 12 pct.;

- 26,947 total units reported in September
- Year-to-date sales of 278,155, up 4.5 pct. over 2018
- September car sales down 30 pct. from 2018
- September SUV sales up 15 pct. over 2018
- SUV sales total 14,111 in September, making up 52 pct. of sales

### VOLUME LEADERS

	September		YTD	
	Units	% Change	Units	% Change
<b>Jetta</b>	8,090	-24%	74,741	+22%
<b>Tiguan</b>	7,991	+11%	84,918	+26%
<b>Atlas</b>	6,064	+41%	59,705	+39%



VW sold 145,152 SUVs year-to-date, up 16 pct. over 2018.



Atlas sales of 6,064 units in September were up 41 pct. over 2018. Year-to-date, Atlas sales of 59,705 are up 39 pct. and have already passed 2018's full year total of 59,677.



### CPO SALES

	2019	2018	Yr/Yr change
<b>CPO Sept.</b>	6,255	6,992	-11%
<b>CPO YTD</b>	80,655	71,158	13%

Our expanded SUV lineup is helping keep VW owners with the brand. Roughly half (49 pct.) of VW "car" households returning to the brand through the first half of 2019 moved to VW SUVs - up from 43 pct. during the same period in 2018. And 2019 YTD IHS Early Loyalty data indicates that Jetta, GTI, Alltrack, Sportwagen, and Golf households have higher brand loyalty than last year, up 1.8 pct. year-over-year.



Tiguan sales of 7,991 units were up 11 pct. over 2018. Year-to-date Tiguan sales of 84,918 are up 26 pct. over 2018.



"Our SUV sales continue to drive our growth. We expect the start of production on the redesigned Passat to give our sedan sales a boost, and along with the upcoming Cross Sport, set us up for success in 2020."

**Werner Eichhorn**, chief sales and marketing officer, VW, North American Region

# Volkswagen of America

September 2019 Sales

	Sept '19	Sept '18	Yr/Yr %	YTD '19	YTD '18	Yr/Yr %
<b>Golf</b>	396	499	-21%	4,674	5,671	-18%
<b>GTI</b>	654	1,428	-54%	9,416	13,301	-29%
<b>Golf R</b>	436	227	92%	3,038	3,120	-2.6%
<b>e-Golf</b>	554	14	3,857%	3,596	840	328%
<b>Golf SportWagen</b>	877	1,165	-25%	8,289	11,421	-27%
<b>Total Golf Family</b>	2,917	3,333	-13%	29,013	34,353	-16%
<b>Jetta Sedan</b>	8,090	10,630	-24%	74,741	61,118	22%
<b>Jetta SportWagen</b>	0	1	N/A	0	71	N/A
<b>Total Jetta</b>	8,090	10,631	-24%	74,741	61,189	22%
<b>Beetle Coupe</b>	489	608	-20%	6,560	7,385	-11%
<b>Beetle Convertible</b>	719	391	84%	8,186	4,765	72%
<b>Total Beetle</b>	1,208	999	21%	14,746	12,150	21%
<b>Passat</b>	314	3,295	-90%	12,970	33,527	-61%
<b>CC</b>	3	21	-86%	50	409	-88%
<b>Arteon</b>	304	N/A	N/A	1,483	N/A	N/A
<b>Tiguan Limited</b>	48	705	-93%	378	12,595	-97%
<b>Tiguan</b>	7,991	7,213	11%	84,918	67,232	26%
<b>Total Tiguan</b>	8,039	7,918	1.5%	85,296	79,827	6.9%
<b>Touareg</b>	8	67	-88%	151	1,771	-92%
<b>Atlas</b>	6,064	4,291	41%	59,705	43,002	39%
<b>Total Car</b>	<b>12,836</b>	<b>18,279</b>	<b>-30%</b>	<b>133,003</b>	<b>141,628</b>	<b>-6.1%</b>
<b>Total SUV</b>	<b>14,111</b>	<b>12,276</b>	<b>15%</b>	<b>145,152</b>	<b>124,600</b>	<b>16%</b>
<b>TOTAL</b>	<b>26,947</b>	<b>30,555</b>	<b>-12%</b>	<b>278,155</b>	<b>266,228</b>	<b>4.5%</b>

## 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 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](http://www.vw.com) or [media.vw.com](http://media.vw.com) to learn more.

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