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## Media Information

### FOR IMMEDIATE RELEASE

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## VOLKSWAGEN JETTA WINS AUTOPACIFIC 2017 IDEAL VEHICLE AWARD

*Accolade recognizes the Jetta as a top vehicle for meeting the wishes of compact vehicle owners*

**HERNDON, VA (August 22, 2017)** — Volkswagen of America, Inc. is pleased to announce that automotive research and consulting firm AutoPacific, Inc., has honored the Volkswagen Jetta with a 2017 Ideal Vehicle Award (IVA). The accolade celebrates Jetta as the top vehicle in the compact car category among major manufacturers for meeting owners' expectations and desires. The Volkswagen Beetle and Volkswagen Golf swept up the second and third spots, respectively. The 2017 awards are based on responses from more than 54,000 owners of new model year 2016 and 2017 vehicles across all major manufacturers.

"The Volkswagen Jetta has been a bestseller for the brand, and the AutoPacific Ideal Vehicle Award is a testament of how much Jetta owners love their vehicles," said Hendrik Muth, Senior Vice President, Product Marketing & Strategy, Volkswagen of America, Inc. "Our planners, designers and engineers work hard to help ensure every last detail in the Jetta delivers on what buyers want in a compact vehicle, so we are truly honored by this recognition."

AutoPacific's 2017 Ideal Vehicle Awards are based on a survey of more than 54,000 owners of new cars and light trucks in the United States in the first half of 2017. The survey asked owners what they would change about their new vehicle across key categories, including ride and handling, interior storage, safety features, power and acceleration and technology, among others. AutoPacific's IVAs identify vehicles whose owners want the least amount of change, recognizing those products as ones designed most closely to meet the requirements of their buyers.

The AutoPacific IVAs are based solely on owner input. AutoPacific does not have a vote; it only calculates survey results. For full results and details on AutoPacific's 2017 IVAs, visit <http://autopacific.com/news-app/story.304/title.autopacific-announces-2017-ideal-vehicle-awards/menu.no/sec/home>.

**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 United States include research and development, parts and vehicle processing, parts distribution centers, sales, marketing and service offices, financial service centers, and its state-of-the-art 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, CC, e-Golf, Golf, Golf Alltrack, Golf GTI, Golf R, Golf SportWagen, Jetta, Passat, Tiguan and Touareg vehicles through approximately 651 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.

**About AutoPacific**

AutoPacific is a future-oriented automotive marketing research and product-consulting firm. Every year AutoPacific publishes a wide variety of syndicated studies on the automotive industry. The firm, founded in 1986, also conducts extensive proprietary research, forecasting, and consulting for auto manufacturers, distributors, marketers and suppliers worldwide. Company headquarters and its state-of-the-art automotive research facility are in Tustin, California, with an affiliate office in the Detroit area. Additional information can be found on AutoPacific's websites: <http://www.autopacific.com> and <http://vehiclevoice.com>.

Notes:

This press release and images of the Jetta, Beetle and Golf are available at [media.vw.com](http://media.vw.com). Follow us @VWNews.

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