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CELEBRATING A 20-YEAR JOURNEY

**VOLKSWAGEN GROUP**  
**KOREA**

**2004 — 2024**

COMPANY INTRODUCTION

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**History belongs not to those who merely start at the beginning, but to those who embrace the records of challenges and failures and carry them forward to the end.**

The history of Volkswagen Group Korea (formerly Audi Volkswagen Korea) is an integral part of the history of the Korean imported car market. Furthermore, it stands as an indispensable symbol in the history of the Korean technology industry. Since 2002, when the share of imported cars in Korea was less than 1%, to over 20% in 2022—the largest market share in Korean history—Volkswagen Group Korea has been a key player in the history of Korean automobiles.

The Volkswagen Golf has showcased that a small car built on sound technology can command a larger fandom than any other brand. Bentley, which entered the market in 2006, breaks records annually by proving that heritage-based quality epitomizes luxury. In 2017, the Audi quattro cemented the notion that advanced technology in cars is a symbol of premium appeal by selling 100,000 units. Meanwhile, Lamborghini, with its high sales every year since 2022, showcases that the speed born of a design marrying wildness and sophistication is the true essence of why sports cars exist.

With the entry of the Audi brand in October 2004 and the Volkswagen brand in earnest in January 2005, we witnessed the emergence of new car launches accompanied by actual driving experiences, the establishment of a Sales and AS network that reveals the distinct character of each brand, and the creation of a PDI Center responsible for the quality of vehicles from both brands. The Korean market has transcended its status as part of the Asia-Pacific region and has become a major market, ranked in the top 10 globally for all its brands. Volkswagen Group Korea has been at the forefront of driving this growth. Despite global crises, Volkswagen Group Korea did not get discouraged or give up easily. Instead, it strengthened its organizational capacity and boosted its social contribution activities by implementing detailed programs to educate future talents in Korea.

Volkswagen Group Korea has also redefined the concept of automobiles in Korea. Each brand, with its unique charm and advanced

technology, presents a special lifestyle, creating a new image that goes beyond being a simple mode of transportation. In the era of electrification, which is just around the corner, cars have become the foundation for enriching the lives of their owners with safe and advanced technology, sharing new cultures, experiencing the joy of driving, and fostering long-standing friendships.

From 2004 to 2024, Volkswagen Group Korea has grown alongside Korean customers for 20 years, enough time for a new generation to be born and come of age. These new records and achievements will continue to be made in Korea, again and again.

## Dear Friends, Partners, and Colleagues,

Volkswagen Group Korea celebrates its 20th anniversary in the Korean market this year. We would like to express our deep gratitude to all of you for your continuous trust and support on the occasion of this significant moment.

Since Volkswagen Group Korea first entered Korea in 2004, we have contributed to the growth of the Korean imported car market by importing and selling a wide range of brands' products, such as Volkswagen, Audi, Lamborghini and Bentley, that meet the diverse lifestyles and individuality of the Korean customers. This was made possible thanks to your interest and support.

Volkswagen Group Korea, envisioning another 20 years, will strive to provide better mobility experiences while focusing on quality and innovation. Based on our 20 years in the Korean market, we will

continuously challenge ourselves to adapt to the changing market environment in the next 20 years and beyond, doing our best to achieve sustainable growth together with you.

In particular, by focusing on the enhancement of our product/service portfolio led by electrification, we will play a leading role in the field of future mobility. Alongside this, as a sustainable partner in Korea, we will actively promote corporate social responsibility activities focused on the education, environment and local community to contribute to Korean society and the economy. Through these efforts, we aim to further solidify our position as a leader in the mobility field and as an even more trusted partner.

Once again, we sincerely thank everyone who has been with us over the past 20 years,

and we ask for your continued interest and support in the future

Warm regards,



**Till Scheer**  
President & CEO  
Volkswagen Group Korea

## START 2004~2008

Firsts in the history of Korean imported cars pioneered by Audi Volkswagen Korea

9

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Audi Volkswagen Korea leading the explosive growth of the Korean automobile market

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A period of sincere changes, while waiting for Korean customers

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New records set by Volkswagen Group Korea alongside Korean customers

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A large, curved exhibition stand for the Volkswagen Group. The stand is dark blue with the company name in white. It is illuminated by several spotlights from above and a series of vertical light tubes on the right side. A crowd of people is gathered in front of the stand, looking at the display. The background is dark, and the overall atmosphere is modern and high-tech.

**VOLKSWAGEN  
GROUP**

(START  
2004

———— 2008)

**Firsts in the history of Korean  
imported cars pioneered by  
Audi Volkswagen Korea**

Firsts in the history of Korean imported cars are all pioneered by Audi Volkswagen Korea. In 2002, after imported cars exceeded a 1% share in the Korean passenger car market, the industry began shifting from a dealership system to a national sales company system. In October 2004, the Audi brand entered the Korean market, followed by the Volkswagen brand in January 2005. At that time, the Korean public experienced various marketing activities that were unprecedented in the market such as driving experiences that allowed customers to feel the car's performance firsthand, luxury brand events focused on lifestyle and etc, and the expansion of the Sales and AS network.



In the 2000s, the Korean economic situation began to stabilize to some extent, and sales of imported cars also began to recover. It was during this time that the imported car industry gradually shifted from a dealer system to a national sales company system. This transition was driven by the foresight of the automobile industry, which recognized the growth potential of the imported car market. Since 2002, imported cars have exceeded 1% of the passenger car market share, breaking sales records every year. By 2008, the market share had surpassed 6% for the first time. As a result, Audi Korea was established in October 2004, and the following year, Volkswagen Korea joined, leading to the formation of Audi Volkswagen Korea. In 2022, as part of a global initiative to create brand synergy, Audi's stake in Audi Volkswagen Korea was transferred to Volkswagen Group, prompting a name change to Volkswagen Group Korea.

### Audi Korea Officially Launched

On October 5, 2004, Audi Korea held a new car presentation for the 'New A6 (6th generation)' as well as the brand's launch ceremony at the Grand Hyatt Hotel in Seoul, officially announcing its entry into the Korean market. At the event, Audi exhibited six pieces by six lifestyle artists inspired by the new A6, attracting a lot of attention.

### Audi Volkswagen Korea Was Born

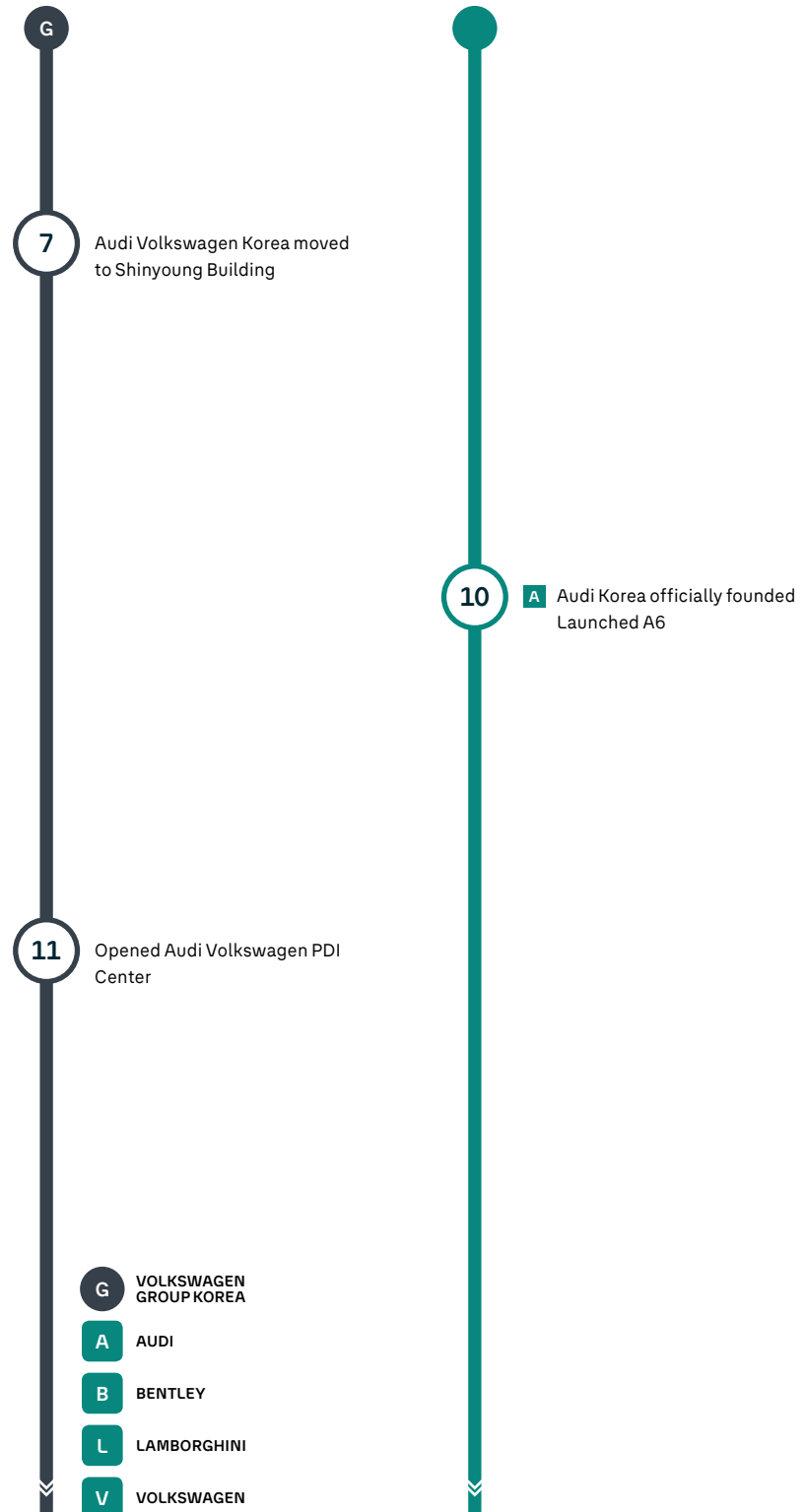
Audi Korea, which had established its subsidiary in the Korean market first, integrated other brands under the Volkswagen Group, including the Volkswagen brand. The company name was then changed to Audi Volkswagen Korea to strengthen its presence in the Korean market.

### Audi Selected Charmzone Motors as a New Dealer in Incheon

In September 2004, Charmzone Motors was selected as Audi's official dealer in Incheon, and by October of the same year, it opened a 62-pyeong showroom to commence full-fledged sales services. This brought the total number of Audi showrooms to seven, located in Gangnam, Daechi, Suwon, Incheon, Daejeon, Daegu, and Busan.

### PDI Center Dedicated to Audi and Volkswagen Opened

In November 2004, the Audi-Volkswagen PDI (Pre-Delivery Inspection) Center was opened to ensure more precise vehicle inspections and faster problem resolution. In the late 1990s, before the launch of Audi Korea, dealers conducted their own PDI work. However, after Audi Korea was established, the PDI work was transferred from the dealers, leading to the opening of the dedicated PDI center. Through a thorough security system, including infrared detectors for safe storage and management of vehicles, Audi Volkswagen Korea continued to expand its services to enhance customer satisfaction.





The Korean imported car market, which surpassed 20,000 units sold for the first time in 2004, grew significantly to 30,901 units in 2005. This growth was driven largely by Audi and Volkswagen. In just one year since its founding, Audi Korea saw its sales soar from 807 units in 2004 to an impressive 2,698 units in 2005. Volkswagen also nearly doubled its sales, from 929 units in 2004 to 1,635 units in 2005. Key models driving Volkswagen's success included the fifth-generation Golf, introduced to the Korean market in October 2004, and the sixth-generation Passat, launched in October 2005, both praised for their reasonable prices and attractive features.

Volkswagen Korea Established

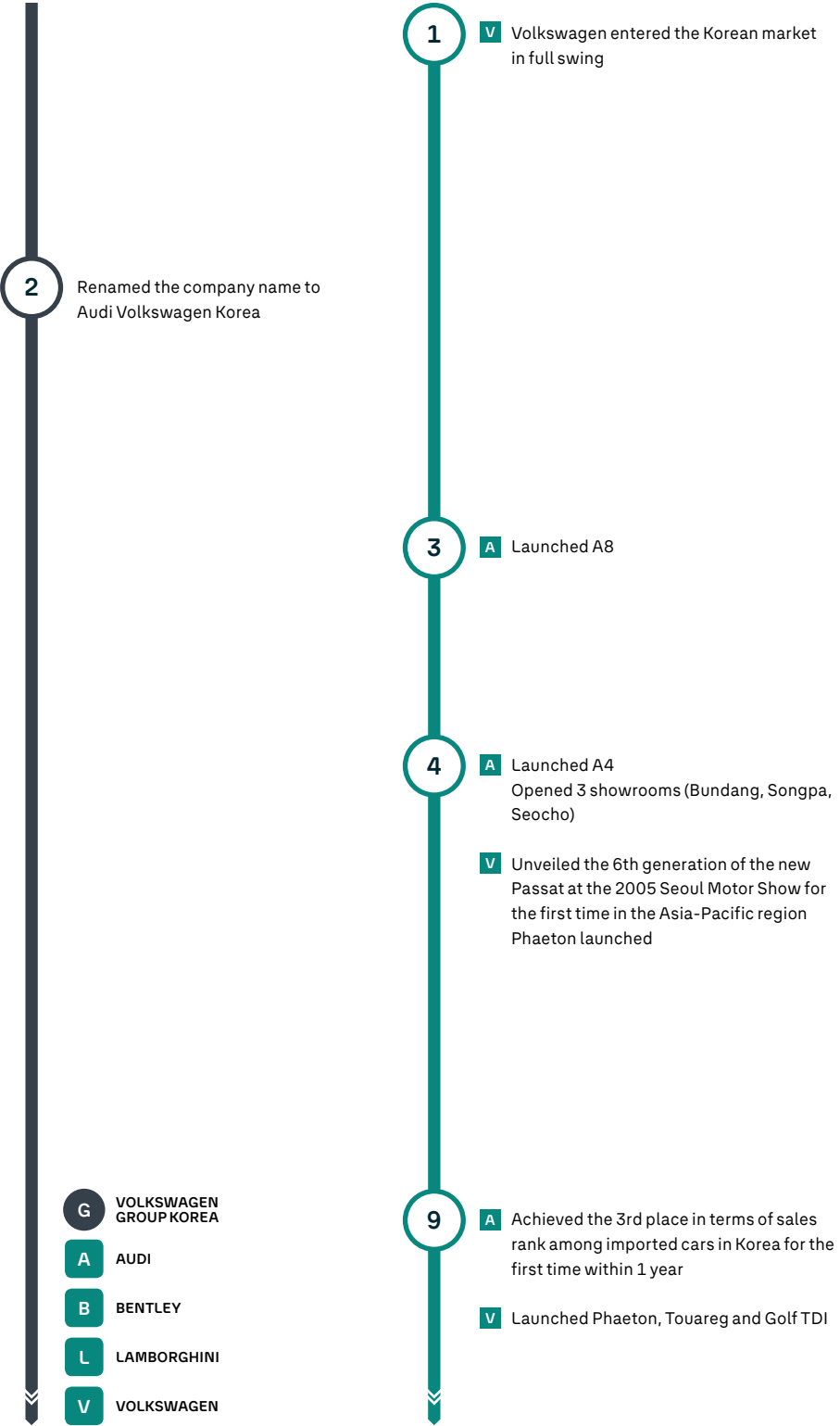
In January 2005, Volkswagen's Korean subsidiary was officially launched. Previously, Kojin Motor Import held the rights to import Volkswagen vehicles into the Korean market. However, as the memorandum of understanding (MOU) between the two parties expired, Volkswagen brand joined the company in 2005, officially starting business operation in earnest.

Audi-Volkswagen Targeted the Korean Market with a Variety of New Cars

Starting with the A8 in March 2005 and followed closely by the A4 in April, Audi made a strong impression in the Korean market with a series of new car launches. Volkswagen also expanded its lineup with the introduction of the Phaeton in April 2005 and the sixth-generation Passat in October 2005, catering to both mainstream and premium segments. Audi and Volkswagen models featured numerous advanced technologies such as the FSI engine with direct injection and the dual-clutch DSG transmission, aiming to satisfy consumers with enhanced driving comfort, performance, and efficiency.

Audi Ranked Third in Sales Among Imported Cars Within Its First Year

In September 2005, Audi sold 317 cars in just one month, marking a staggering 498 percent growth compared to the same period in 2004. By October, Audi had climbed to third place in sales among imported car brands in Korea, within just one year of its establishment. This remarkable achievement disrupted the dominance of the previously established major players: BMW, Lexus, and Mercedes-Benz.







In 2006, recognizing the potential of the Korean market, Audi and Volkswagen intensified their efforts to target it. Audi established a 24/7 call center to provide more responsive customer service and introduced the Korean MMI system. Volkswagen, on the other hand, expanded its lineup with diverse models such as the Golf GTI 3-door in February, followed by the Jetta, Passat, and Golf GTI 5-door models. 2006 was also a year that highlighted Volkswagen's commitment to the Korean market. A celebration was held at the glass factory in Dresden, Germany—a dedicated production line for the Phaeton—to commemorate the "production milestone of 1,000 Phaeton units for the Korean market." Since its launch in April 2005, the Phaeton had skyrocketed in popularity, quickly becoming the leading model in the large luxury sedan market in Korea. Following the successful establishment of Audi and Volkswagen in the Korean market, Bentley was officially launched.

## Audi unveiled the first Korean MMI system

Audi launched its first SUV, the Q7, and introduced the Korean MMI system for the first time in models sold in Korea. Offering MMI support for local languages in a market with sales of less than 15,000 units was unprecedented.

## Bentley entered the Korean market

In July 2006, Bentley officially entered the Korean market. Charmzone Automotive was selected as the official dealer, beginning operations in July. Bentley, the first luxury car brand to enter Korea, introduced three models, including the Continental GT, targeting customers seeking premium models priced between 200 to 300 million Korean won.

## Audi A6 2.4 surpassed 1,000 units in Korea

In February 2006, the A6 2.4 model, which consistently ranked among the top five best-selling imported cars, exceeded 1,000 units sold in Korea. To commemorate this milestone, Audi held a customer appreciation promotion in February, offering free installation of car navigation systems and DMB receiver equipment for one month.

5

- V Held a ceremony at the Dresden Glass Factory in Germany to celebrate the production of 1,000 units of Phaeton for the Korean market

7

- A Launched the Q7, the brand's first SUV. Introduced the Korean MMI system for the first time
- B Bentley officially entered the Korean market

8

- A Appointed Teian Motors as the dealer covering Ilsan Gyeonggi-do

- G VOLKSWAGEN GROUP KOREA
- A AUDI
- B BENTLEY
- L LAMBORGHINI
- V VOLKSWAGEN

2007



Volkswagen held a test drive event for customers at showrooms nationwide from November 16 to 25, 2007.



**Top** 2007 Audi Driving Experience.

**Bottom** On June 7, 2007, Audi unveiled the new Audi TT Coupe and the new Audi TT Roadster at the TT Dome, a massive outdoor presentation hall.

In the aftermath of the financial crisis that originated in the United States in 2007-2008, the growth of the imported car market slowed down, and Audi Volkswagen Korea also faced challenges. However, Volkswagen, which had compact, economically efficient models, managed to turn the crisis into an opportunity by leveraging the Golf and Tiguan, which absorbed some of the demand for higher-end models. Above all, the Tiguan, which began sales in Korea in July 2008, received an excellent response from consumers amid the expanding SUV market and has since been a significant foundation for Volkswagen brands's total sales. Four years after its launch, Volkswagen ranked fifth in sales in the Korean imported car market. Meanwhile, Bentley achieved sales of more than 100 units in its first year of entry into Korea.

## Audi launched the new TT

In June 2007, Audi unveiled the "New Audi TT Coupe" and "New Audi TT Roadster" at the Jangchung-dong Tower Hotel in Seoul. This marked the first full redesign of the second-generation Audi TT model, originally introduced in the UK in 1998, after eight years. Of notable interest was the new TT's hybrid body structure, featuring the pioneering ASF (Audi Space Frame) technology—an aluminum body innovation—integrated into a sports car for the first time. ASF, lighter than steel yet stronger and more durable, exemplified Audi's commitment to "Vorsprung der Technik (Advancement through Technology)." The new car presentation took place at the expansive 1,000 pyeong TT Dome, serving as the main venue, and included an outdoor celebration and driving experience.

## Volkswagen Phaeton V8 achieved 100 million Korean won in UNICEF donation

In August 2007, the 100th customer purchased the Volkswagen Phaeton V8, leading to a remarkable milestone of 100 million Korean won donated to UNICEF. For each Volkswagen Phaeton V8 4.2 LWB sold, Volkswagen contributed 1 million Korean won to UNICEF on behalf of the registered customers, resulting in a total donation exceeding 100 million won within a year. This program, initiated by Volkswagen to promote a culture of donation, was the automotive industry's first of its kind and generated significant attention.

## Volkswagen launched customer-friendly marketing

In November 2007, Volkswagen hosted its first Volkswagen Family Day, inviting owners and their families to participate in various programs. The event showcased Volkswagen's popularity, drawing overwhelming attendance from participants across the country and establishing it as a signature gathering for the brand. Additionally, through marketing initiatives like the "Volkswagen Guerrilla Roadshow" that featured Volkswagen models on a nationwide tour, Volkswagen achieved the fourth position in registrations for the month of November, marking the highest monthly imported car registrations since entering the Korean market.

2007

11 Established the Training Academy in Gwangju, Gyeonggi-do

G VOLKSWAGEN GROUP KOREA  
A AUDI  
B BENTLEY  
L LAMBORGHINI  
V VOLKSWAGEN

2007

- 1 A Supported the Korean language on all models equipped with MMI in Korea
- 2 A Appointed Joongsan Motors as a dealer
- 4 A Featured its first male racing model at the Seoul Motor Show
- 5 A Launched the new TT at the "TT Dome," the largest outdoor presentation hall in the history of the Korean imported car market
- 7 V Passat 2.0 TDI won the Energy Winner of the Year Award in the highly efficient car category at the "11th Energy Winner Awards"
- 8 V The Phaeton V8 achieved 100 million Korean won in donations to UNICEF within one year of its launch in Korea
- 11 V Held the "Volkswagen Family Day"

2008

- 3 V Published the first issue of the magazine <Das Auto>
- 7 V Over 200 units of the Tiguan were contracted within one week of its launch
- 8 V Held the "Volkswagen Guerrilla Roadshow," a nationwide tour, to showcase Volkswagen vehicles sold in Korea.
- 10 A Launched the new A3
- 11 A Held an invitational performance by Jamiroquai to commemorate the launch of the new A4  
Appointed appointed Hanseo Motors as a dealer
- 11 B Exceeded 100 units sold in Korea within one and a half years
- V Ranked 5th in sales in the Korean imported car market within four years after its launch

# (JUMP 2009

# —— 2015)

## **Audi Volkswagen Korea leading the explosive growth of the Korean automobile market**

In 2009, the growth of the imported car market slowed down following the financial crisis. Audi Volkswagen Korea seized the opportunity presented by the crisis. It gradually increased its market share starting with the Volkswagen Golf topping the list as the most popular import in Korea, which had been showing a low preference for compact cars, and by raising awareness of SUVs, which ultimately helped to transform Korea into an important market for various brands. In 2010, Volkswagen Financial Services Korea was established, and its certified used car business was expanded to enhance its proximity to Korean customers.





Audi Volkswagen Korea, which achieved 10,000 units in sales in 2009, strategically emphasized its eco-friendly initiatives to strengthen its position in the Korean imported car market and lead the industry. Korean consumers, increasingly focused on fuel efficiency and environmental concerns, responded openly with increased purchases. Despite the challenges posed by the global recession in the automobile market during the year, Audi and Volkswagen thrived. Audi saw a remarkable growth rate in the industry, selling 6,374 units from January to November — a 44% increase from the same period in 2008. Similarly, Volkswagen sold 3,706 vehicles in the first half of 2009, marking a remarkable growth rate of 52% compared to the previous year.

## The 6th Generation Golf arrived in Korea

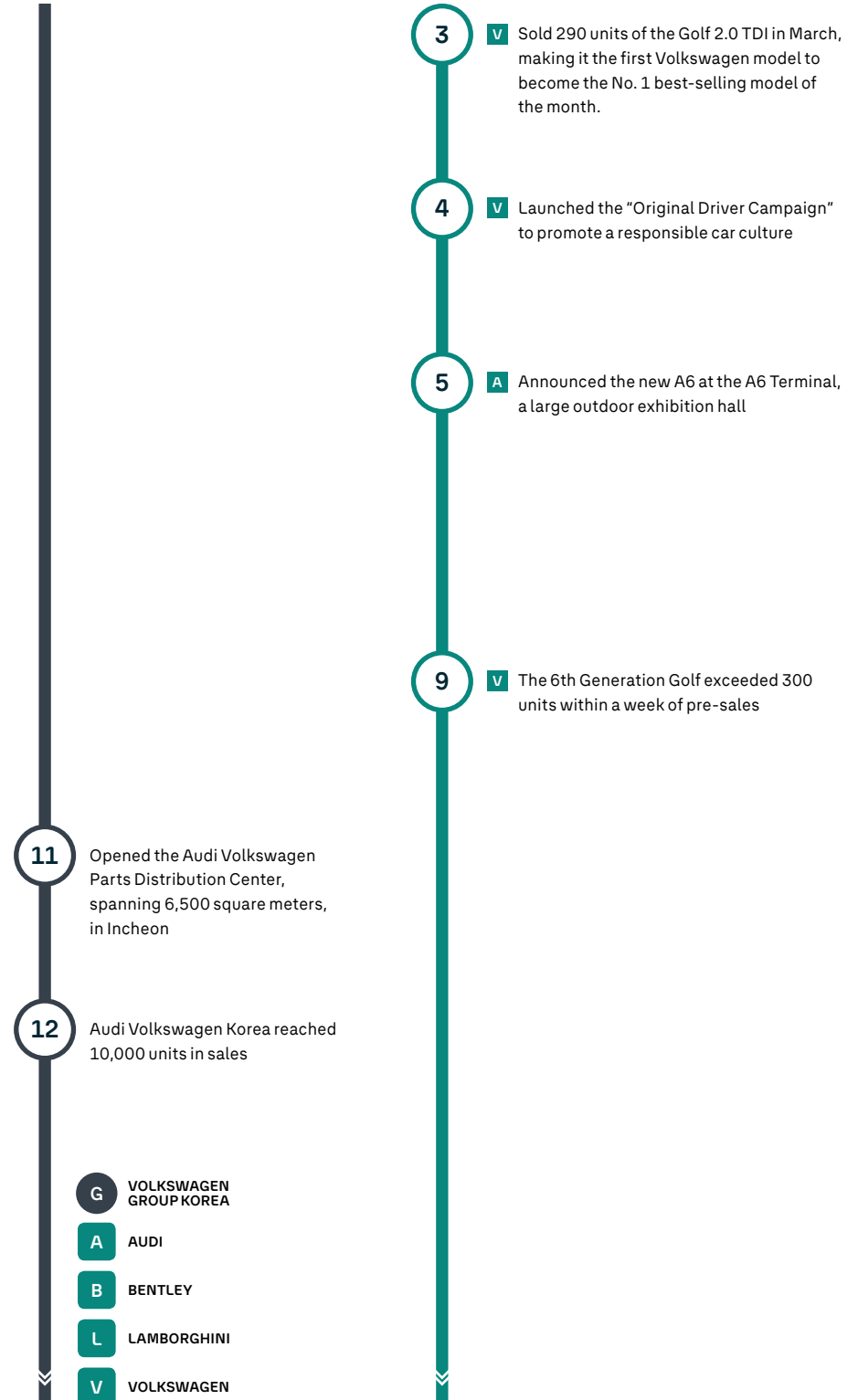
The sixth-generation Golf was officially launched in South Korea on September 21. The new Golf, which attracted a high level of attention even before its launch as seen from explosive pre-order sales, set a record of selling out all 800 units in the first month of its launch, and has since established itself as a powerful model that can shake the domestic imported car market.

## "New Audi A6" announced at the expansive outdoor showroom

Audi attracted attention once again by installing the "New A6 Terminal," a super-large outdoor showroom with a total floor area of 3,150m<sup>2</sup>, in a plaza of the Jamsil Sports Complex in Seoul, and announcing the new A6. Audi quickly assembled its latest model lineup, starting with the A5 in January, announcing the Q5 in April, the A6 in May, the TTS in July, and the Q7 and S4 in October.

## Audi unveiled a new logo that is more dynamic

In September 2009, Audi officially unveiled its new company logo at the Frankfurt Motor Show. Based on the Audi brand's slogan "Vorsprung durch Technik" (Progress through Technology), the new logo, which incorporated the slogan and the four rings, accentuated a more modern and dynamic image by altering the surfaces of each ring. Accordingly, Audi began to apply the new logo to all materials, including its website, advertisements, printed materials, and press kits.



2010 was a year of significant growth for Volkswagen. It sold a total of 10,154 units during the year, joining the so-called "10,000 Club" within five years since its entry to Korea. The key driver of this growth was the Golf TDI, with 2,821 units sold from January to November, making it the top-selling imported diesel model. Audi also achieved growth, selling 7,920 units through December. Starting with the new A5 Cabriolet, Audi launched new models including A8 and the new R8 Spyder and broadened its lineup with additional engine types for the A6 and A5. Notably, the A8, which have undergone a full redesign for the first time in eight years, was chosen as the protocol vehicle for the G20 Seoul summit even before its official launch in Korea.

## The 6th generation Golf TDI achieved sales of over 2,000 units in the shortest period

The sixth-generation Golf TDI, introduced to Korea in September 2009, reached cumulative sales of 2,114 units by July 2010, becoming the quickest imported compact car to surpass 2,000 units sold. Separately, Volkswagen sold a total of 922 vehicles in the month of July 2010, securing the third rank among brands.

## Audi sponsored official protocol vehicles for the G20 Seoul Summit

In September 2010, Audi was selected as the sponsor for the protocol vehicles for the G20 Seoul Summit, proving its reputation as a premium brand. To support the successful hosting of the summit, Audi promptly transported the new Audi A8 4.2 FSI quattro by plane - a model not yet launched in Korea at that time - to serve as the official protocol vehicles. These sponsored vehicles were specially outfitted with a unique G20 emblem produced by Audi for the occasion, showcasing a high level of interest and involvement from the headquarters. The vehicle, initially unveiled at the event in Korea, was subsequently sold as a special edition.



7

**V** The 6th generation Golf TDI achieved cumulative sales of 2,114 units, surpassing 2,000 units sold in the shortest period ever for imported compact cars

9

**A** Sponsored the new A8 4.2 FSI quattro as the protocol vehicle for the "2010 G20 Seoul Summit"

10

**A** Team Korea achieved victory in the "20th Audi quattro Cup World Final," marking the first win for Audi Korea  
Donated a vehicle to FAU Busan Campus, a renowned university in Germany

12

**V** Achieved annual sales of 10,000 units (10,154 units in total) for the first time in 5 years after entering the Korean market

- G** VOLKSWAGEN GROUP KOREA
- A** AUDI
- B** BENTLEY
- L** LAMBORGHINI
- V** VOLKSWAGEN





In 2011, the annual sales of imported passenger cars exceeded 100,000 units. One of the major factors contributing to this increase was the Free Trade Agreement (FTA). The Korea-EU FTA, which provisionally came into effect in July 2011, notably boosted the import of European cars, including those from Germany. Audi and Volkswagen were no exception. Notably, Audi sold 10,345 units within 7 years since its entry into Korea, surpassing 10,000 units. Volkswagen also sustained growth with 12,436 units sold. Bentley exceeded 100 units for the second time within four years. With the Korean imported car market experiencing rapid expansion, there were instances of new car unveilings and launches taking place in Korea for the first time in the Asia-Pacific region. An illustrative case was the introduction of the new A6 in Korea in August 2011.

#### Audi held a pre-test drive event for the new A6 in Asia Pacific

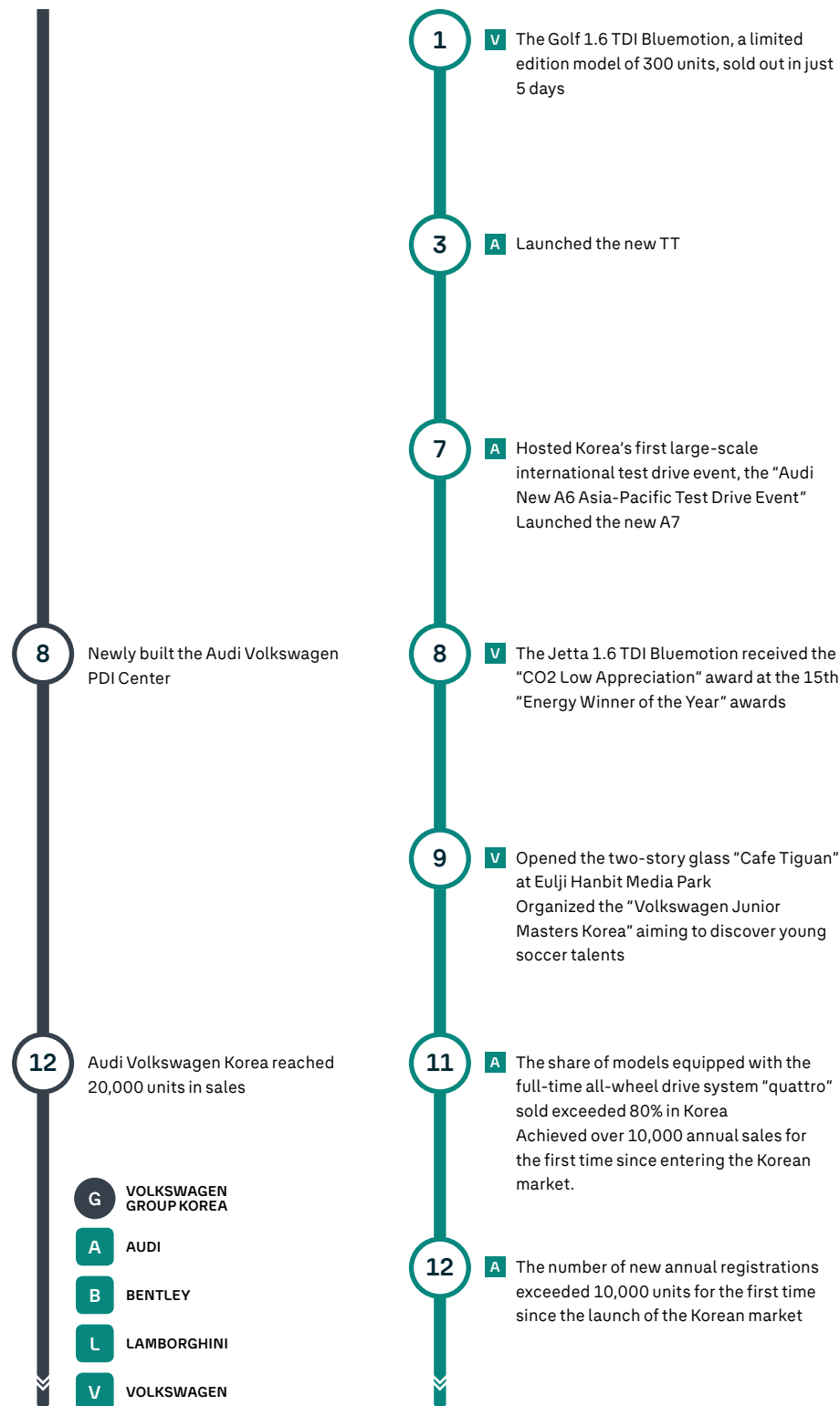
In August 2011, Audi organized a pre-test drive event in Korea for the launch of the new Audi A6 across the Asia-Pacific region. This event marked the first large-scale international test drive event held in Korea, representing an unprecedented initiative for a European premium brand to introduce a new car in Asia prior to its official launch. The event featured a 'Dynamic Driving Session' focused on vehicle performance and a "Scenic Driving Session" designed for driving a course between Songdo and Yeongjongdo in Incheon to appreciate the scenic surroundings. Over the course of 20 days, approximately 1,660 participants, including VIP customers, media representatives, and Audi officials from eight countries in the Asia-Pacific region - including Korea, Japan, and Taiwan - attended the event.

#### "Volkswagen Junior Masters Korea" was held

The "Volkswagen Junior Masters Korea" was held to choose the Korean national team for the world's largest youth football festival, the "Volkswagen Junior World Masters." This event, a key social contribution initiative by Volkswagen Korea, aimed to promote youth football development in Korea by organizing the Junior Masters Korea, a local tournament for youth soccer players under the age of 13 and by offering young players the chance to take part in the global Junior World Masters competition.

#### Audi quattro surpassed 80% of its sales in Korea

In November 2011, Audi's models equipped with quattro technology represented over 80% of its sales in Korea. The quattro system's share increased significantly from 58% in 2008 to 73% in 2009, then to 76% in 2010, and eventually surpassed 83% by October 2011, with 7,270 units sold. Considering that global quattro model sales constituted around 30% of Audi's total sales at that time, this surge in quattro sales reflected a substantial preference in the Korean market.



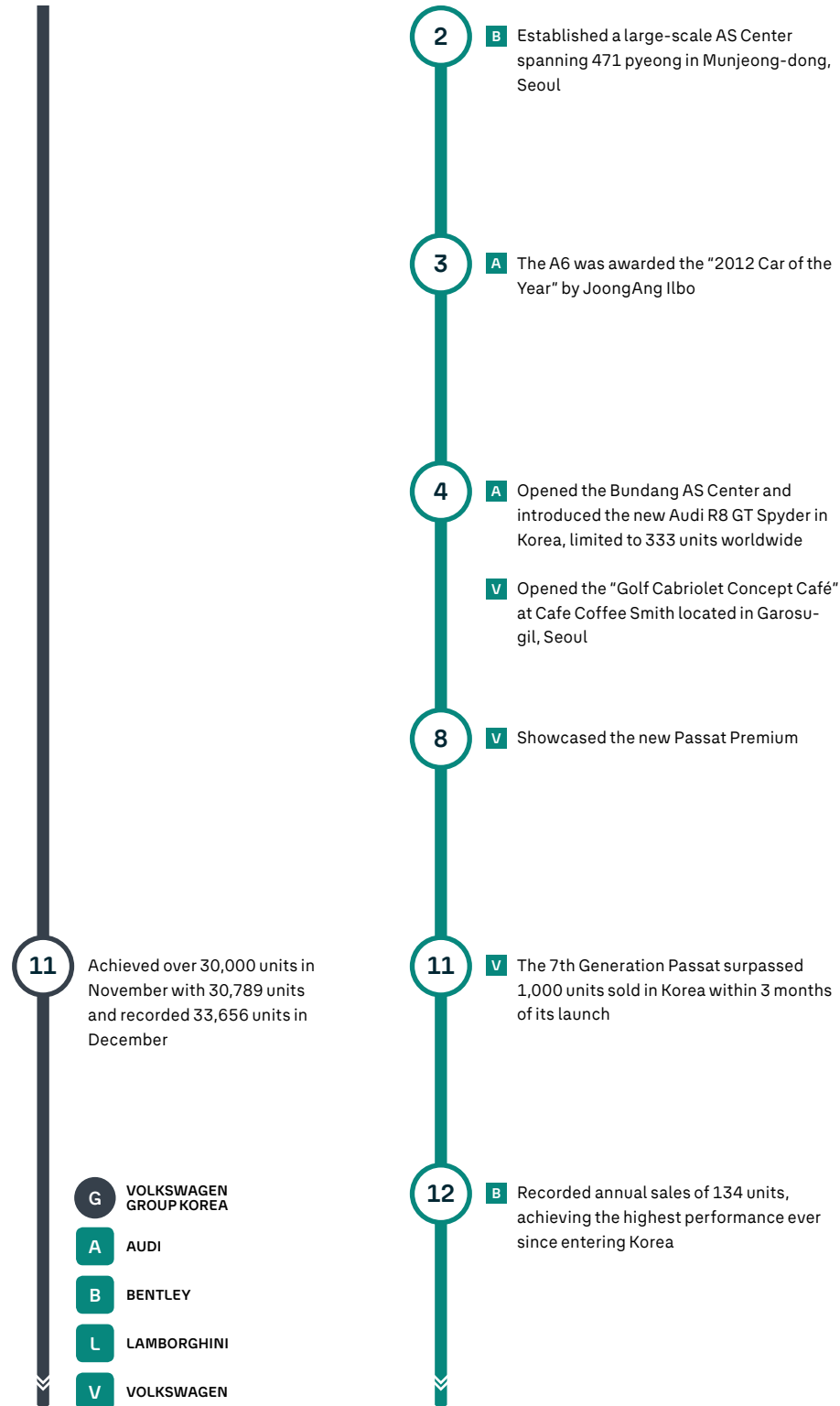
In 2012, imported car manufacturers continued their high-flying streak. . The number of newly registered vehicles reached 130,858, reflecting a 24.6% increase compared to 2011. This growth was propelled by factors such as the reduction in individual consumption tax, tariff reductions through the Korea-US and Korea-EU FTAs, and the rising demand for small to medium-sized and diesel vehicles. Volkswagen and Audi experienced notable growth. Volkswagen sold 18,395 units and Audi sold 15,126 units, securing the third and fourth positions in imported car sales. The new Passat, launched in August, emerged as a leader in the mid-size sedan market, achieving 1,091 units in cumulative sales within three months of its introduction. Audi diversified its lineup by introducing many new models including upgraded versions of the Q3 and A6, A4, A5, S4, S5, and RS5, while successfully maintaining its leadership in lifestyle marketing. Bentley also exhibited growth, selling 135 units.

## Volkswagen achieved record sales in October

Volkswagen achieved significant sales performance in October, selling 1,975 vehicles, a 101.1% increase from the same period in 2011, which resulted in securing the second rank among imported cars, its highest ranking ever recorded. The Tiguan and the new Passat claimed the third and seventh positions, respectively, in the list of top 10 best-selling imported cars. Notably, the Tiguan was the sole imported SUV to feature in the top 10 bestsellers, while the new Passat 2.0 TDI held the best-selling position for three consecutive months.

## "Audi Live 2012-Jamiroquai Concert" was held

In August 2012, Audi hosted Audi Live at the Jamsil Indoor Gymnasium. Audi Live was a large-scale cultural performance project by Audi that featured international musicians and it was the second performance of Jamiroquai in Korea with the first being held for the first time in 2008 as part of a new car presentation. Audi organized an event offering concert tickets to the first 300 customers who purchased the A4 and further established its image as a premium car brand that leads culture by hosting a series of large-scale performances.





# 2013

From July 1, 2013, Audi launched a branding campaign named, "Land of quattro," to highlight Audi's 4-wheel drive system, which is ideal for the Korean landscape.



## Audi Design Challenge

Progress through ideas



Audi에서 브랜드를 위한 세계적 디자인을 공모하여  
총 100여개 팀이 1 주일간 24시간 동안 2차 대회를 치렀고, 우승 팀은 Audi Design Challenge의 우승 팀으로 선정되었습니다.

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Vorsprung durch Technik Audi



**Top** "Audi Design Challenge," which is a contest for creative designs that reflect the Audi brand and philosophy.

**Bottom** The Korean team won the "2013 Audi Service World Championship Finals" held in Spain.

Amidst the growth of the imported car market, Audi and Volkswagen also showed remarkable growth in 2013. Volkswagen sold 25,662 vehicles in 2013, an explosive growth of 39.5 percent compared to 2012. It sold 2,696 units, breaking its record for the highest monthly sales in July, and just three months later, it achieved 2,890 units in October, breaking its sales record once again. Audi sustained its growth momentum by growing more than 32 percent compared to 2012 to record sales of 20,044 units. In addition to the launch of the new cars, Audi held various events such as the 2013 quattro Driving Experience and the 2013 R8 LMS Cup Round 3 in Korea. Bentley also sold 164 units, continuing to surpass the 100-unit mark for the third consecutive year.

## Audi launched the new branding campaign named, "Korea, Land of quattro"

In July 2013, Audi unveiled a new branding campaign titled "Korea, Land of quattro," with the goal of promoting the quattro technology. The campaign aimed to showcase the beauty of Korea, known for over 110 days of rain and snow annually and for its mountainous terrain covering over 70% of the country's land, and the exceptional driving performance the quattro technology offers for Korea. The campaign featured videos showcasing Korea's stunning landscapes, including Hamyang Jianjae in South Gyeongsang Province, Gwangan Bridge in Busan, and Han River Bridge in Seoul as well as virtual experiences of driving in quattro technology and the provision of screensavers.

## Won the overall championship at the Audi Service World Championship Final

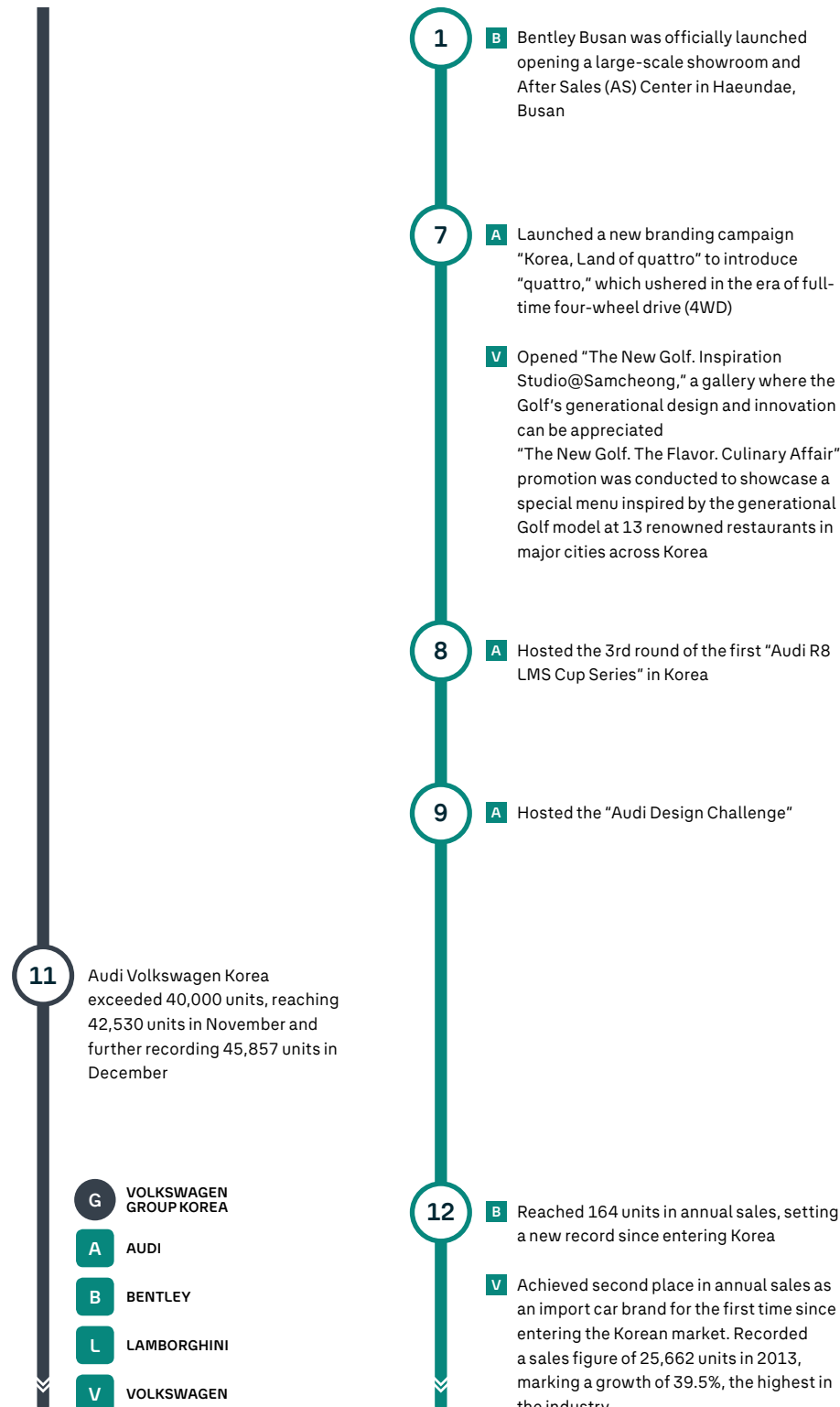
In the first half of 2013, Audi announced the "4 Quality" initiative, which aimed to elevate four key areas—products and technology, sales, after-sales service, and social engagement—to the highest level. The objective was to reinforce internal strength through qualitative service built on a foundation of quantitative growth. In September of the same year, Team Korea won the overall championship at the Audi Service World Championship held in Barcelona, Spain. Out of a total of 2,800 teams from around the world, 73 teams from 40 countries competed in the finals. Team Korea, consisting of dealer employees from Seoul and Incheon, achieved the highest score and won the Audi Twin Cup, resulting in a valuable outcome in the area of enhancing customer service.

## Audi introduced "Dynamic Badge" to set new performance standards

Audi officially introduced a dynamic badge that indicates the vehicle's performance based on the driver's sense of acceleration rather than engine displacement. This change was driven by the difficulty consumers experience in recognizing a vehicle's actual performance solely based on displacement, following technological advancements that enhance engine power, such as turbochargers, and the trend towards engine downsizing. Additionally, with the diversification of engine types—including pure electric vehicles (EVs) and plug-in hybrid electric vehicles (PHEVs)—describing a vehicle's true performance using the traditional method of indicating engine displacement became challenging. In this context, Audi's dynamic badge provided a notation that helps consumers understand a vehicle's actual performance more easily.

## Volkswagen ranked No. 1 in imported car sales in September

Volkswagen secured the first place in imported car sales in September, with 2,457 units sold, marking a 34.2% increase from the same period last year (1,831 units). Volkswagen demonstrated the strength of its model lineup by having four models (Golf 2.0 TDI BlueMotion, Golf 1.6 TDI BlueMotion, Tiguan 2.0 TDI BlueMotion, and Passat 2.0 TDI) feature on the list of the top 10 monthly bestsellers of imported cars, the most for any single brand.





The imported car market continued its explosive growth in 2014. In the first half of the year, Audi Volkswagen Korea secured a 30% share of the imported car market. Volkswagen's flagship models—the Tiguan, Golf, and Passat—led its sales, while Audi gained popularity with the A6 and A4. For Bentley, the Flying Spur drove overall sales. As a result, Audi sold 27,647 units, the highest number since its entry into Korea, and Volkswagen sold 30,719 units, exceeding 30,000 annual sales for the first time. Bentley also sold 322 vehicles in 2014, nearly doubling its sales year-on-year. This growth continued into the first half of 2015, but the momentum was disrupted when the so-called "dieselgate" scandal broke out in September 2015.

## MOU signed for "Audi Lounge by Blue Note"

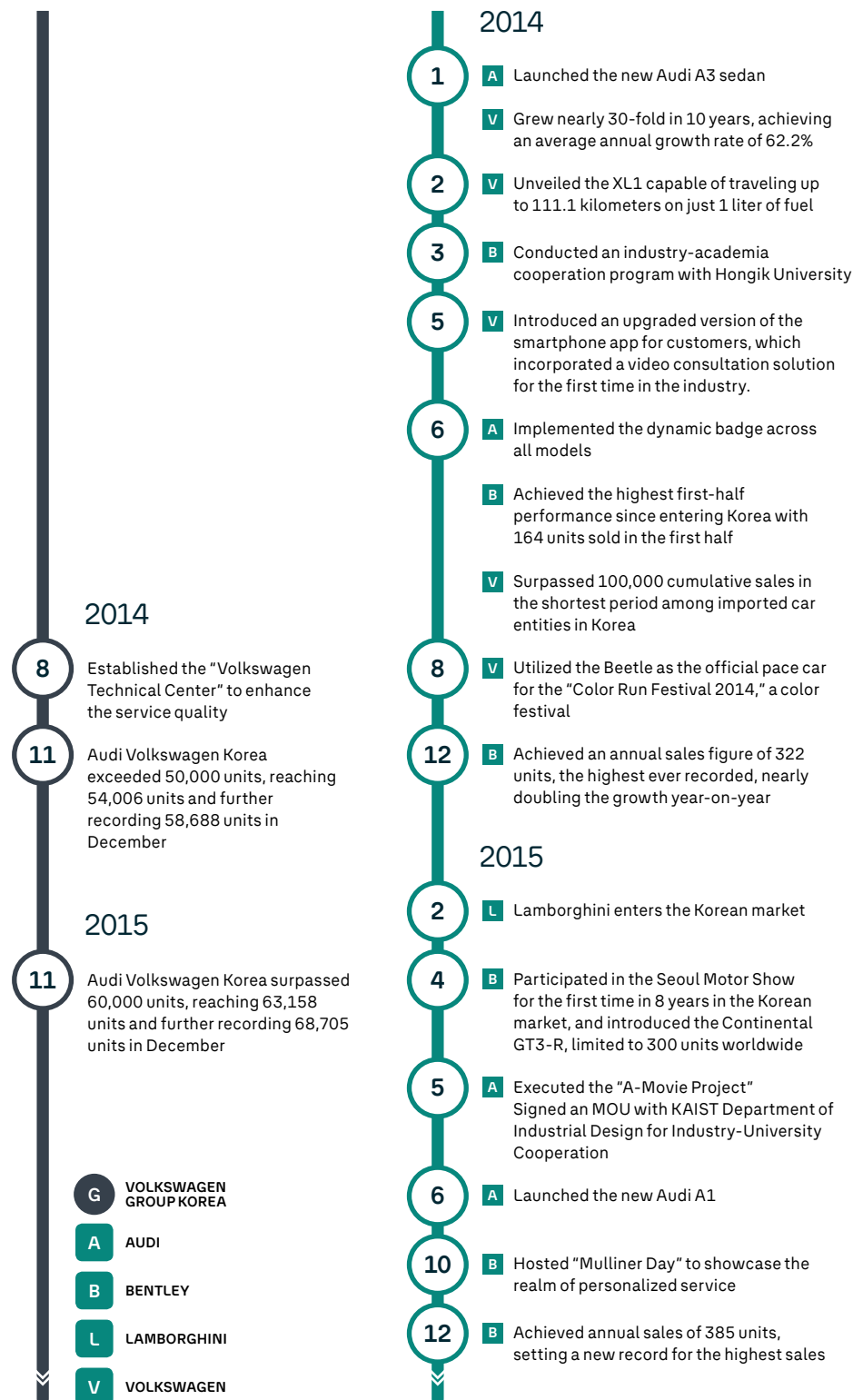
In September 2014, Audi signed a memorandum of understanding (MOU) with Universal Music to host the Audi Lounge. The Audi Lounge was a cultural program aimed at conveying Audi's innovative and dynamic brand values to customers through various performances. The "Audi Lounge by Blue Note" marked the world's first collaboration between Universal Music's global jazz label, Blue Note, and another brand.

## Audi started the certified used car service

In September 2015, Audi officially launched its certified used car service by opening three certified used car showrooms in Seoul and Gyeonggi Province. To deliver Audi's timeless premium value to even second-time customers, the certified used car service included 101 performance checks conducted by Audi-certified technicians, the same liability warranty repair as a new car purchase, and a one-year, 20,000-kilometer warranty service. Additionally, Audi Financial Services provided easy and convenient vehicle purchase options.

## Lamborghini joined Audi Volkswagen Korea

Lamborghini, which had been operating under a dealer system in Korea, joined Audi Volkswagen Korea from 2015. Lamborghini, which sold just 1,302 units worldwide in 2010, sold 3,245 units in 2015, marking a 2.5-fold increase in five years.





Top 2015  
Lamborghini  
Aventador.  
Bottom Poster  
for the 2015  
Audi Design  
Challenge.



Volkswagen held  
a club party named  
"The Beetle Club: Black  
Friday" on July 10, 2015,  
at the Daelim Warehouse  
in Seongsu-dong, Seoul,  
to celebrate the launch of the  
limited edition of the Beetle.





# (CHALLENGE 2016

# ———— 2019)

**A period of sincere changes,  
while waiting for Korean customers**

Audi Volkswagen Korea continued to take serious and measured steps to regain lost trust. The "We Care Campaign" was initiated alongside a detailed recall plan, and its mid- to long-term vision and implementation strategy to foster growth and rebuild trust in Korea under "A Trusted Partner for a Sustainable Future" was announced in April 2018. In conjunction with organizational restructuring, Audi Volkswagen Korea committed to investing 10 billion Korean won in social contribution activities aimed at educating future talent in mobility, which demonstrated the company's renewed commitment to Korea, with an emphasis on sustainable growth.



During 2016-2017, Audi Volkswagen Korea faced challenges. In the wake of the dieselgate scandal, certifications for 80 models spanning 32 vehicle types were revoked in August 2016, leading to a sharp decline in sales in Korea. Consequently, Audi's market share in the Korean imported car market plummeted from 13.34% in 2015 to 0.41% in 2017, while Volkswagen did not sell any cars in 2017. Audi Volkswagen Korea, which finally succeeded in getting approval from relevant authorities for a recall plan on diesel vehicles, embarked on trust-restoration efforts alongside the "We Care Campaign." The company submitted a comprehensive recall plan and began the recall process, starting with the Volkswagen Tiguan, and continued its efforts to overcome the dieselgate issue.

## Recall on diesel vehicles started

In February 2017, a recall for diesel vehicles commenced. The relevant authorities granted final approval after confirming that the recall plan, submitted by the Audi Volkswagen Korea, could meet the permissible emission standards and that the software update would not impact fuel economy or engine performance.

## Audi Volkswagen Korea initiated the "We Care Campaign"

Audi Volkswagen Korea launched the "We Care Campaign" to rebuild trust. The campaign offered electronic vouchers worth 1 million Korean won, which could be utilized at official After-Sales (AS) Centers for all Volkswagen and Audi vehicles registered in Korea by December 31, 2016, benefiting a total of 270,000 owners.

## Audi became the first imported car to surpass 100,000 cumulative sales with quattro

In November 2016, the cumulative sales of the quattro in Korea reached 101,162 units. This was a high figure at the time representing nearly 60% of Audi's total cumulative sales, and it was first time for an imported car in Korea to exceed 100,000 units in cumulative sales with 4-wheel drive. To commemorate this occasion, Audi prepared a special quattro gift package consisted of products for cold weather and genuine Audi collections and presented them to 1,000 new car customers, as a reward for their support in recognizing the excellent performance of the quattro.

## 2016

- 1 Submitted a recall plan for diesel vehicles
- 2 Recall started

## 2017

- 3 Launched the "We Care Campaign" to rebuild customer trust
- 8 Resumed sales of diesel vehicles

- G VOLKSWAGEN GROUP KOREA
- A AUDI
- B BENTLEY
- L LAMBORGHINI
- V VOLKSWAGEN

## 2016

- 1 L Opened a new showroom and AS Center in Samseong-dong, Seoul
- 2 L Introduced the Huracán LP580-2 in the new showroom
- 3 A The A1 Launching Event received the main prize at the 2016 IF Design Award
- 4 A Introduced a rebranding as part of a global initiative
- 5 L Launched the open-top model Huracán LP 610-4 Spyder
- 6 L Recorded 2,013 units in global sales from January to June, achieving the highest global performance in the first half of the year
- 9 A The A1 Launching Event received the Grand Prize in the sub-category of Spatial Communication under the Communication Design category at the "Red Dot Design Award"
- 10 A Team Korea secured first place in the Service category at the 2016 Audi Twin Cup

## 2017

- 3 L The Huracán RWD Spider launched in the Korean market
- V Introduced the KakaoTalk Yellow ID service for the first time as an imported car brand, enabling 1:1 inquiries on KakaoTalk
- 8 A The "Audi Design Challenge 2016" exhibition was awarded the Grand Prize in the Sub-category of Spatial Communication under the Communication & Design category at the "Red Dot Design Award"
- V Initiated the "Volkswagen Big Fan Campaign," providing test drive tickets for 3 days and 2 nights along with an opportunity to visit Autostadt in Germany
- 12 L Unveiled the Urus, its first SUV, worldwide





In 2018, Audi Volkswagen Korea resumed sales efforts in earnest. Prior to this, it announced its mid- to long-term vision and implementation strategy aimed at rebuilding customer trust and ensuring sustainable future growth. The plan focused on restructuring the organization and operational processes to normalize operations. This involved a significant overhaul, including revamping the certification system, enhancing the PDI (Pre-Delivery Inspection) Center, and improving the After-Sales processes. Simultaneously, efforts were made to foster a horizontal organizational culture and streamline communication for efficiency. Furthermore, it stepped up its effort on social contribution activities to recover customer trust.

## Stepped up efforts for organization overhaul

On April 16, Audi Volkswagen Korea announced the establishment of a new Technology Development Center and appointed an executive director to lead the Group's After-sales division. The newly formed Technology Development Center consists of the PDI Center Team and the Technology Development Team for Navigation, aiming to enhance its role in developing future technologies and services.

## Unveiled strategy for social contribution activities

Audi Volkswagen Korea introduced a plan for social contribution activities as a key initiative in 2018 within its vision of being a "Reliable Partner for a Sustainable Future." It aimed to collaborate with non-profit organizations and allocate 10 billion Korean won over three years towards educational and cultural initiatives. With this, Audi Volkswagen Korea's social contribution activities commenced in earnest.

## Audi conducted the first autonomous driving test operation in Korea as an imported car

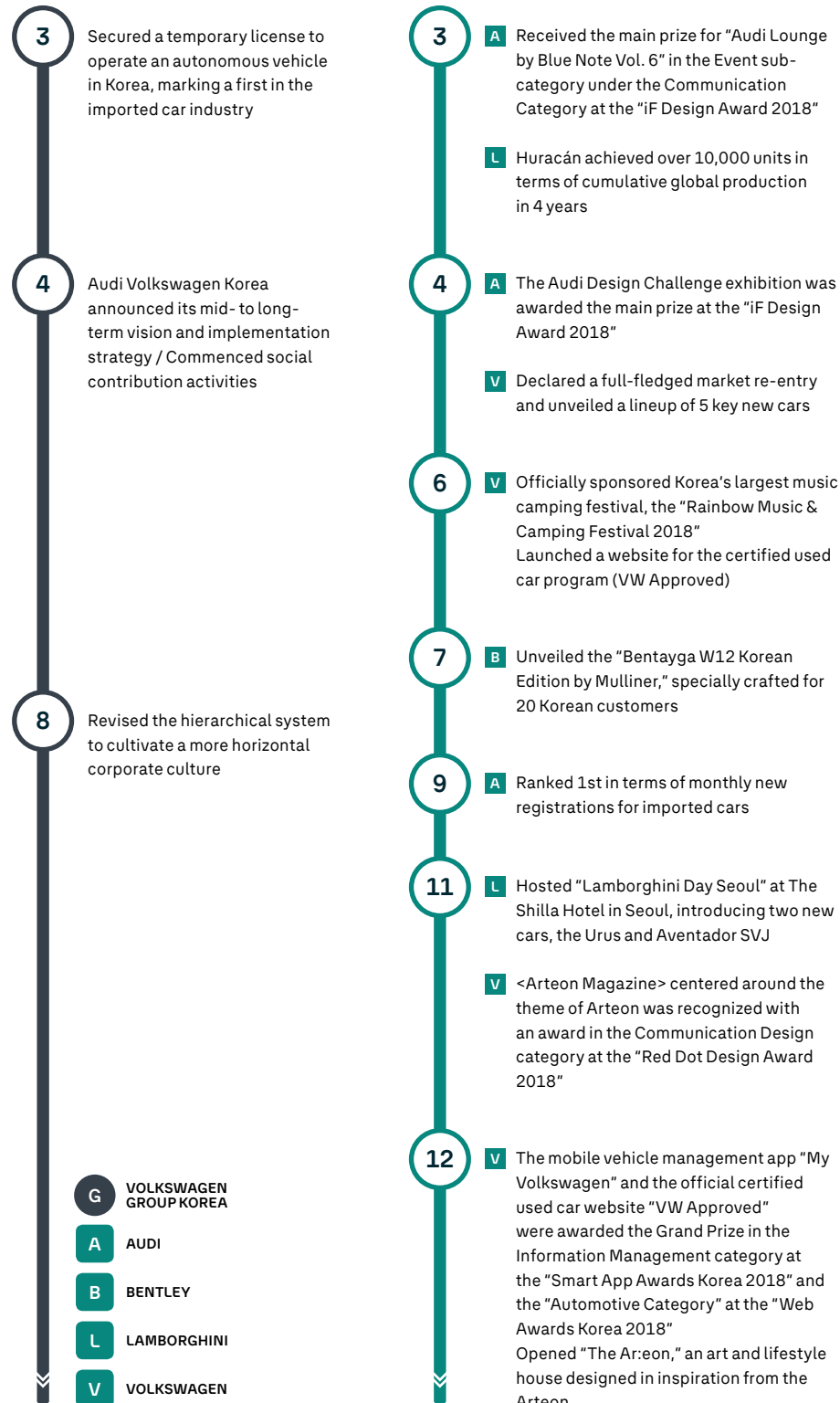
In September 2018, Audi obtained a temporary license from the Ministry of Land, Infrastructure, and Transport for autonomous driving tests on public roads in Korea. As part of this initiative, Audi conducted test drives using the world's first mass-produced car, the "Audi A8," equipped with Level 3 conditional autonomous driving capabilities. These tests were carried out in K-City, Hwaseong, Gyeonggi-do, and on various roads in Korea. This milestone was significant as Audi became the first imported car to drive the progress of autonomous driving commercialization and technology development by acquiring an autonomous driving test license in the Korean market, which was dedicated to advancing autonomous driving technology and infrastructure."

## Audi claimed the top rank for the first time in 11 years in terms of monthly new import car registrations

In September 2018, Audi claimed the top rank in monthly new import car registrations, marking a seismic shift in the imported car market, which was firmly dominated by Mercedes-Benz and BMW. Sales activities, suspended in the aftermath of dieselgate, resumed in the first half of the year, leading to 2,376 units sold in September and Audi secured the leading position in the imported car market after over 11 years. The Audi A3, with a total of 2,247 new registrations in September, emerged as the best-selling imported car.

## Volkswagen announced a re-start with 5 new cars

In April 2018, a press conference named "Volkswagen Re-loaded" was held. Volkswagen made a proud return to the Korean import car market by introducing a lineup of the most loved sedans and SUVs by Korean customers comprising five new vehicles: the second-generation Tiguan and Tiguan Allspace, Passat GT, Passat, and Arteon.



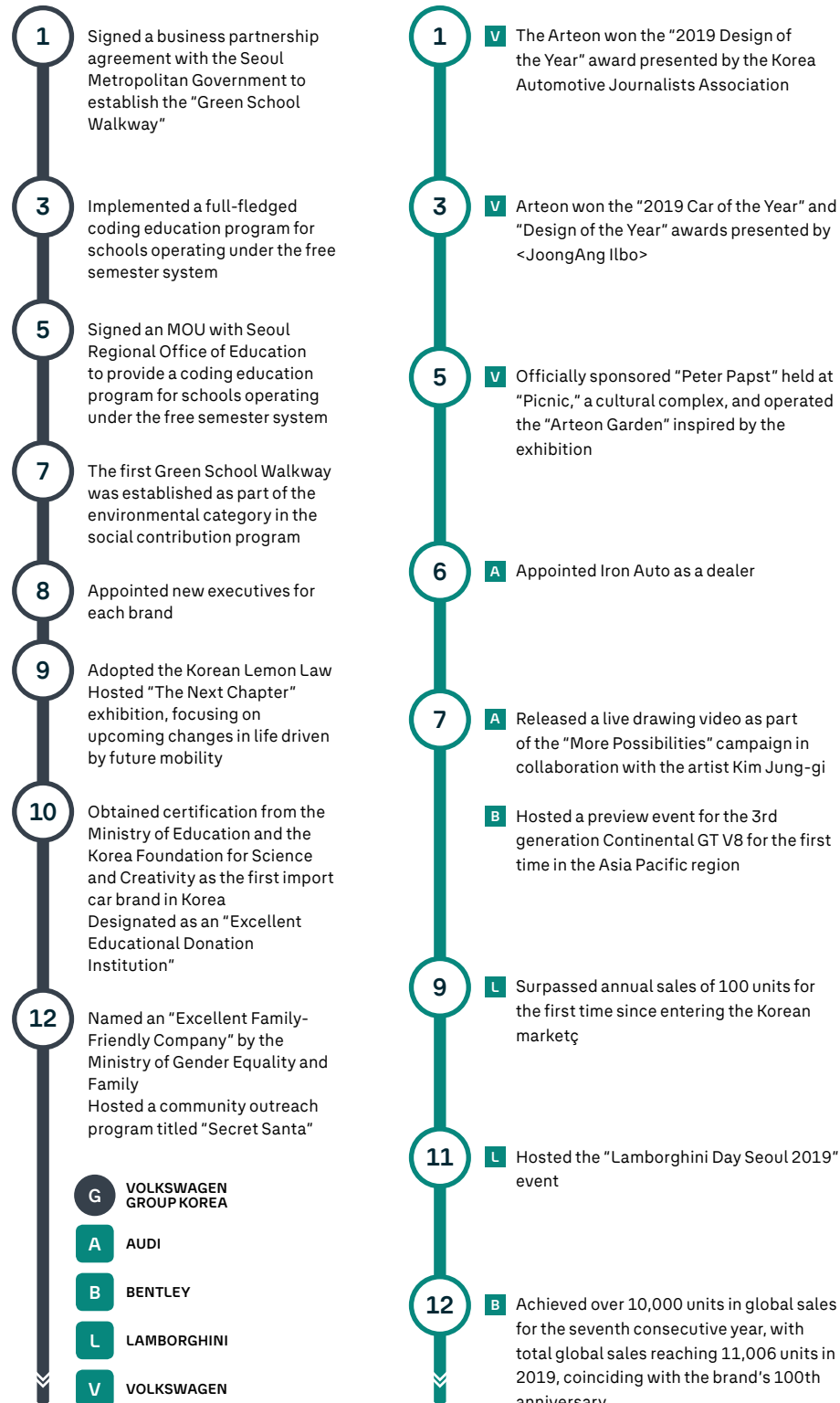
In 2019, Audi Volkswagen Korea intensified efforts to rebuild customer trust and enhance organizational efficiency. In line with the global guidelines from the German headquarters, changes were made to the organization's name and external titles, which took effect at the end of August. Thanks to its efforts to pursue various changes aimed to cultivate a horizontal organizational culture and streamline communication processes, by December 2019, it was recognized as an "excellent family-friendly company" by the Ministry of Gender Equality and Family in recognition of its family-friendly culture and in-house initiatives. Additionally, it fully implemented the car exchange and refund system (Korean lemon law) from September to enhance customer satisfaction.

## Organization's name changed

Audi Volkswagen Korea changed the organization name and external titles to enhance organizational efficiency. Consequently, Volkswagen Korea and Audi Korea were renamed as Audi Division and Volkswagen Division, respectively, under Audi Volkswagen Korea. Furthermore, the official title of Audi Volkswagen Korea's Managing Director was updated to Group Managing Director.

## Audi's four projects won main prize at the 2019 Red Dot Design Award

In August 2019, Audi's marketing projects secured the top prize in the Brand & Communication Design category of the Red Dot Design Award. The award-winning projects included the "Audi A4 Urban Culture Space," a collaborative brand project commemorating the A4's launch, "Audi Route B Seoul Archive," a documentary magazine celebrating the publication of Route B, and the 10th and 11th editions of the "Audi Lounge by Blue Note." Through these projects, Audi achieved significant success of winning the world's top three design awards for three consecutive years, which further cemented its position as a premium brand that connects with customers' lifestyle experiences.



# (RECOVER & TRANSFORM

# 2020



# 2023)

## **New records set by Volkswagen Group Korea alongside Korean customers**

Korean customers responded positively to Audi Volkswagen Korea's genuine actions to change and make efforts by showing support through words of encouragement and increased sales volumes. In 2020, the company experienced rapid growth by introducing 54 models and achieving top sales positions for each brand in Korea for the first time. It focused on an electrification strategy by expanding its electric vehicle lineup and enhancing product quality control through modifications in the PDI process. Moreover, in 2022, the company was re-named as Volkswagen Group Korea and it demonstrated a strong sense of corporate responsibility by fostering a healthy organizational culture and actively engaging in social contribution endeavors.





## 2020

**Top** On June 25, 2020, Volkswagen held an event named "Volkswagen Drive-In Cinema" offering a gastronomic journey paired with a movie for more than 100 teams comprised of vehicle owners.

**Bottom** Audi's first electric car, the e-tron, made its debut in the Korean market in July 2020.



As the COVID-19 pandemic spread globally, the imported car market experienced slight stagnation. However, Audi Volkswagen Korea demonstrated remarkable growth during this period. In 2020 alone, 54 models across four brands were launched, with over 40,000 units sold. Volkswagen recorded the most significant growth. The Tiguan became the first imported SUV in the Korean market to surpass 50,000 cumulative sales, with annual cumulative sales exceeding 10,000 units. Thanks to the Tiguan's performance, Volkswagen ranked No. 1 in the annual sales category for imported cars priced under 50 million Korean won. Audi, having launched 20 models in 2020, also experienced rapid growth, re-entering the top 10 Audi markets globally. Bentley achieved a year-on-year sales increase of 129.5 percent, selling 296 units. Lamborghini, driven by the popularity of the Urus, sold 303 units in 2020, surpassing the 300 mark. Audi Volkswagen Korea also unveiled an electrification strategy, aligning with Volkswagen Group headquarters as the first imported car brand to adopt such a strategy

### Audi Volkswagen Korea launched electrification strategy

At a press conference held in December 2020, Audi Volkswagen Korea introduced the Volkswagen ID.4, the brand's first all-electric SUV, to the Korean market. Additionally, the Audi e-tron Sportback 55, a coupe-type electric vehicle, was launched. The company also announced its plan to strengthen its electric vehicle lineup by launching eight new electric vehicles over the next three years.

### Social contribution activities were carried out actively

In 2020, Audi Volkswagen Korea undertook various social contribution activities to nurture automotive software talent. In recognition of these efforts, the company received the Minister of Education Award at the "Love Sharing Social Contribution Awards" and was designated as an education donation company.

### Volkswagen Jetta opened the door to the popularization of imported cars with its explosive popularity

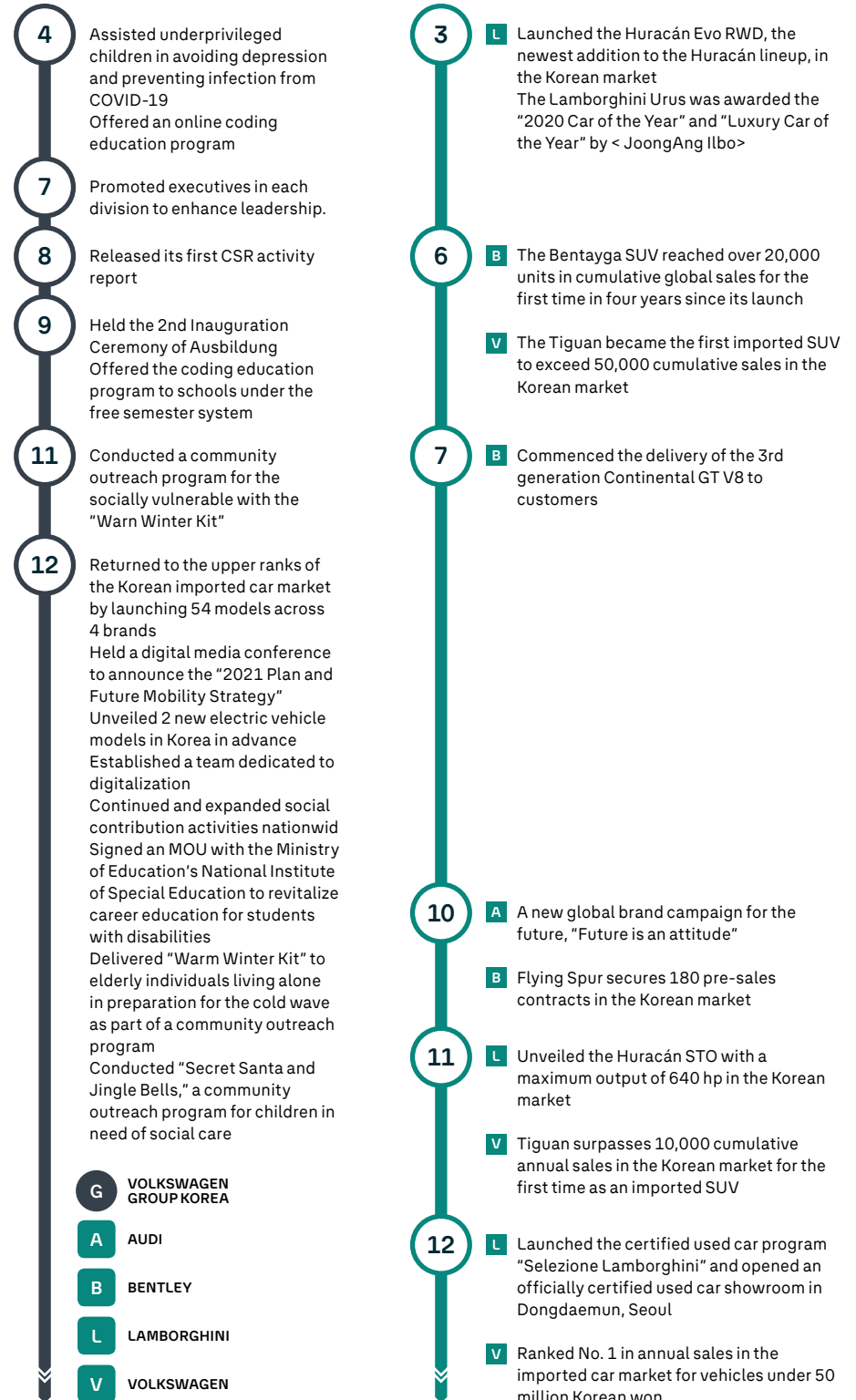
Volkswagen's seventh-generation Jetta, launched in October 2020, was sold out immediately after its introduction, taking the imported car market by storm. The Jetta was equipped with abundant high-tech convenience features and an excellent powertrain as standard, and it further opened the door to the popularization of imported cars with its affordable prices and maintenance costs.

### Audi launched its first electric car, the e-tron quattro

In July 2020, Audi's first electric car and Audi Volkswagen Korea's first electric vehicle, the e-tron, was launched in Korea. The e-tron 55 quattro was equipped with a 95 kWh lithium-ion battery, offering a range of 307 km on a single charge, and featured a brake-by-wire system that improved energy efficiency. Notably, the e-tron replaced traditional side mirrors with "virtual side mirrors," which used cameras to check surrounding traffic conditions, drawing considerable attention. Concurrently with introducing the brand's first all-electric vehicle, Audi expanded its dedicated 150kW fast charging facilities, operational 24/7 at 41 showrooms and AS centers nationwide, and launched the "Charging on Demand" service, enabling customers to conveniently charge their vehicles whenever needed.

### Restructuring of the After Sales teams to strengthen service quality

Audi Volkswagen Korea consolidated the on-site technical support team and the technical training support team of each brand under the Group After Sales Division. This integration aimed to enhance the focus and efficiency of technical support work.







In 2021, Audi Volkswagen Korea earnestly began implementing its future mobility strategy, characterized by electrification and digitalization. While continuing to focus on the internal combustion engine, the company also accelerated its electrification strategy through Audi. Following the launch of the e-tron 50 quattro, an all-electric full-size SUV, and the e-tron Sportback 50 quattro, a coupe-type SUV, in May, Audi previewed the e-tron GT and RS e-tron GT for the first time in the Korean market. In September, the e-tron Sportback 55 quattro was launched to further expand the electric vehicle lineup. Additionally, 19 new models were introduced in 2021, including the R8 V10 Performance, SQ5, and Q5 Sportback, resulting in sales of 25,615 units. Volkswagen also performed well by introducing the new T-Roc and the new Tiguan to the market.

### Audi Volkswagen Korea recognized for its healthy corporate culture

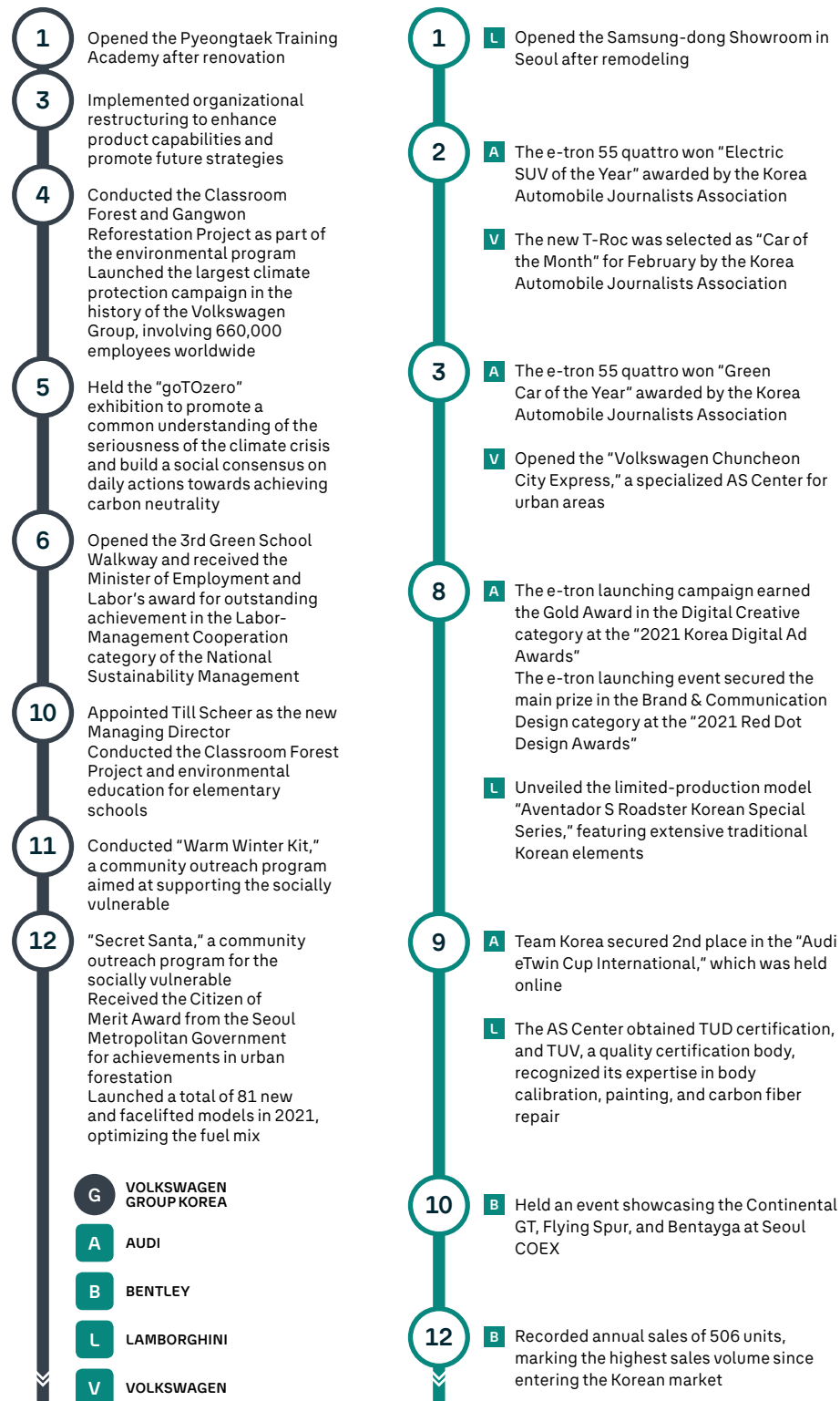
Audi Volkswagen Korea was honored with the Minister of Employment and Labor Award for Labor-Management Cooperation at the "15th National Sustainability Management Conference" held on June 25. This recognition was attributed to the company's horizontal and transparent organizational culture, healthy corporate culture and in-house systems that support employee competency development and job creation.

### Audi launched the e-tron GT quattro and the RS e-tron GT

In December 2021, Audi launched the all-electric four-door coupe, the e-tron GT quattro, and its high-performance counterpart, the RS e-tron GT, in Korea. Both models were equipped with powerful electric motors on the front and rear, as well as an electric all-wheel drive system known as electronic quattro, delivering impressive power and performance. The design of these models marked the beginning of Audi's design language for premium future mobility, boasting high efficiency with a drag coefficient as low as 0.24. The interior space was ample, embodying all the attributes of a Gran Turismo, making it suitable for long-distance driving.

### PDI processes improved to strengthen product quality control

Audi Volkswagen Korea enhanced its PDI processes by dividing the existing PDI functions into two teams: the quality team and the process team. This change aimed to strengthen product quality control across the four brands under its umbrella.





2022

Bentley has teamed up with actress Jung Ho-yeon for the brand campaign video  
"Extraordinary Journey" series.

After 18 years in the Korean market, Audi Volkswagen Korea changed its name to "Volkswagen Group Korea," aligning with the Volkswagen Group's global initiative. In the second half of the year, the company initiated an electrification offensive in Korea, launching electric vehicles from both Audi and Volkswagen. Audi introduced the brand's first compact all-electric SUVs: the new Audi Q4 e-tron 40 and the new Audi Q4 Sportback e-tron 40. Volkswagen selected the ID.4, the brand's first all-electric SUV model, as its initial electric vehicle entry into the Korean market, officially launching it on September 15. Volkswagen sold over 10,000 units consecutively from 2020 to 2022 and Audi increased its annual sales volume to over 20,000 units within three years. Lamborghini and Bentley also achieved record year-over-year results in 2022. The company turned profitable this year, driven by the performance of its four brands.

### Volkswagen launched the new 8th generation Golf and Arteon at the same time

Volkswagen unveiled two of its core models simultaneously in 2022: the new eighth-generation Golf and the facelifted Arteon, targeting the imported car market. Since Volkswagen entering the Korean market in 2005, the Golf accumulated impressive sales of 47,283 units, driving brand's growth in the market. Arteon, introduced to Korea in December 2018, cultivated a loyal customer base, appealing to 3040 young customers. This resulted in positioning Korea as Arteon's third-largest market globally.

### Volkswagen launched "Accessible Premium" strategy

In 2022, Volkswagen embarked on an expansion of its lineup to offer Korean customers a wider range of choices. Starting with the ID.4, the first all-electric SUV, Arteon, the eighth-generation Golf, Golf GTI, Tiguan Allspace, and the new Jetta were introduced completing the most extensive lineup to date, which spanned across entry-level to flagship SUVs encompassing gasoline, diesel, and electric vehicles. Volkswagen's "Accessible Premium" strategy, aimed at delivering affordable imported cars to customers, emerged as a core value in Volkswagen's market penetration in Korea.

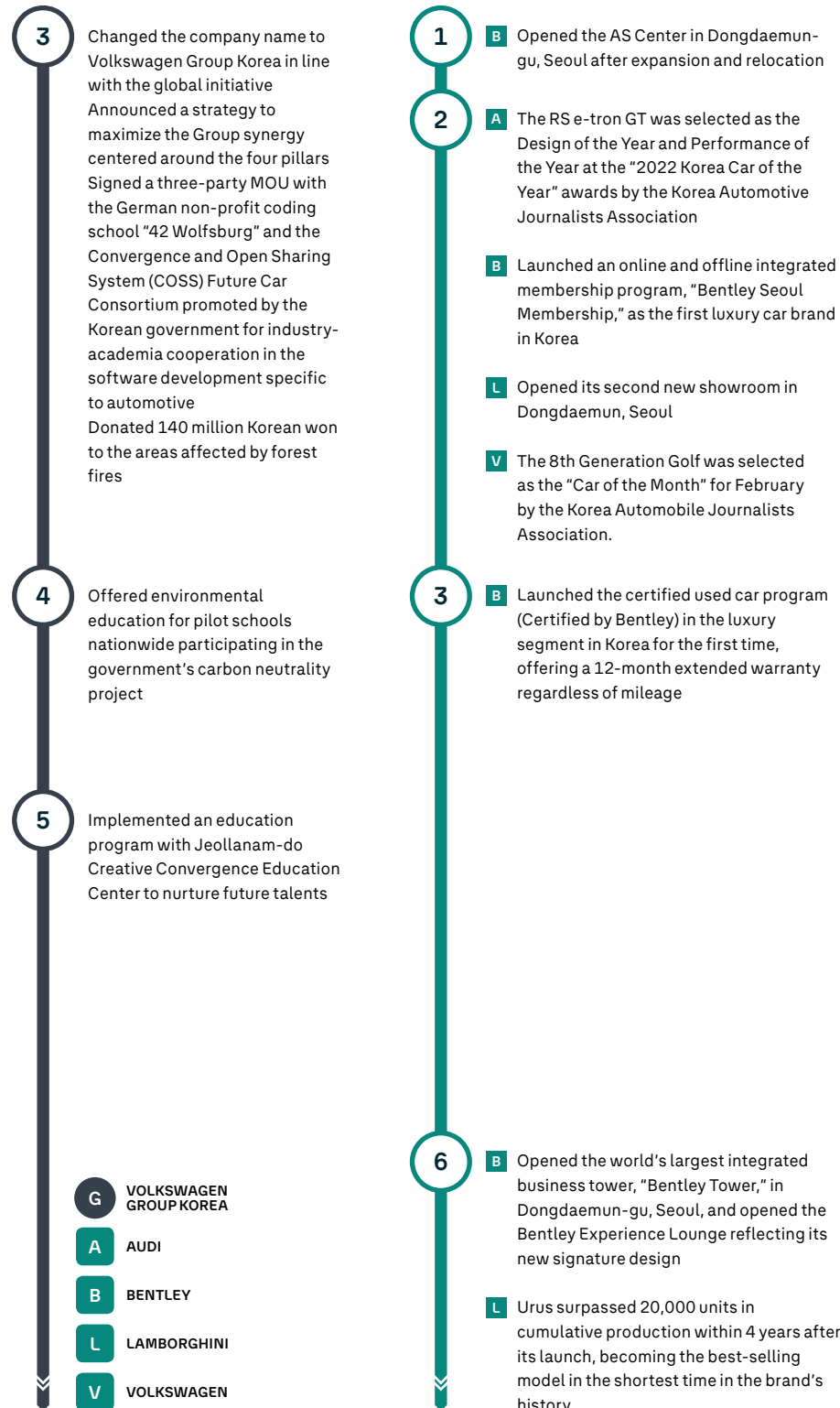
### Lamborghini Urus exceeded 20,000 units in terms of cumulative production volume

The Lamborghini Urus exceeded 20,000 units in terms of cumulative production volume within four years of its launch. With this, the Urus became the best-selling model in the shortest time in the history of the Lamborghini brand. The popularity of the Urus in Korea was also immense. Since its launch, 621 units were sold until December 2021, boosting Lamborghini's sales performance.

### The Group After Sales Division changes its name to "ONE.AfterSales" in line with restructuring

Starting from October 1, Volkswagen Group Korea consolidated the after-sales functions of the Volkswagen brand into the Group After Sales and renamed it as "ONE.AfterSales." This adjustment was in line with the global strategy of centralizing after-sales functions across all brands under the Brand Group Core\*, ensuring swift responses to evolving market dynamics with agility. ONE.AfterSales aims to drive innovation in service and parts businesses, enhance group synergy, and elevate customer satisfaction through collaborative efforts across brands.

\* The Group's ten robust brands are categorized into the Brand Groups of Core, Progressive, and Sport Luxury, and each Brand Group operate independently to achieve common goals and success. The brands under Brand Group Core include Volkswagen, Volkswagen Commercial Vehicles, Škoda and SEAT/CUPRA.





### Audi RS e-tron GT won two Design & Performance of the Year awards

In February 2022, the Audi RS e-tron GT received two awards for "Performance of the Year" and "Design of the Year" from the Korea Automobile Journalists Association. As Audi's first all-electric RS model, the RS e-tron GT deftly combined brand's DNA and technologies, embodying a vision of sustainable electric mobility. This achievement was meaningful in the sense that Audi that continuously expanding its electric vehicle lineup since the debut of the brand's first all-electric e-car, the e-tron 55 quattro, in Korea in 2020, successfully made its mark in the Korean imported electric vehicle market.

### Bentley achieved all-time sales for two consecutive years

Bentley sold 775 vehicles in the Korean market in 2022, marking the highest performance in the Asia-Pacific market. Throughout 2022, Bentley experienced remarkable growth and perfectly advanced as a lifestyle brand in the Korean luxury market, driven by the launch of the world's largest integrated business tower, Bentley Tower, in Dongdaemun-gu, Seoul, along with the introduction of the Bentley Experience Lounge for Bentley Official Owners, and the lifestyle program Bentley Seoul Membership.

### The new Audi Q4 e-tron and the new Audi Q4 Sportback e-tron were launched

In September 2022, Audi officially launched and commenced sales of the Q4 e-tron 40 and Q4 Sportback e-tron 40, both all-electric SUVs in the compact segment, in Korea. Equipped with the MEB platform, which is the Volkswagen Group's dedicated platform for electric vehicles, the two vehicles positioned themselves as all-electric SUVs in the compact segment, leading the Korean imported electric vehicle market, and marked the beginning of a new era of premium e-mobility. The MEB platform is predominantly utilized in popular Audi and Volkswagen models, accentuating the individuality of each brand.

### Volkswagen launched its first electric SUV, the ID.4

Volkswagen launched the ID.4, the brand's first electric SUV, in Korea. The ID.4 equipped with Volkswagen's dedicated EV platform, MEB, appealed to Korean consumers with its futuristic design, stylish interior space, and driving range of 405 km, and grew rapidly by becoming the No. 1 seller of imported electric vehicles within two weeks of its launch.

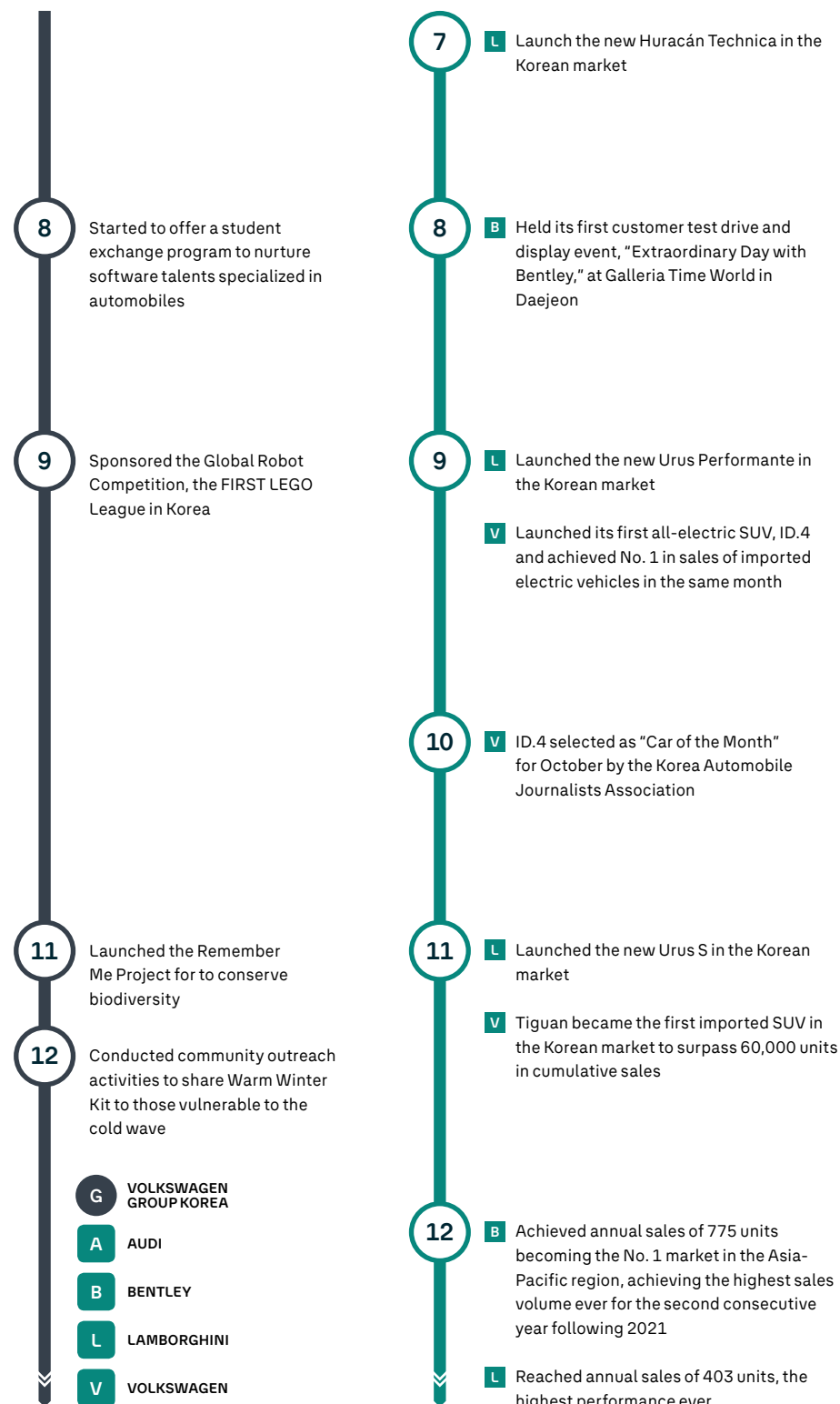
### Audi's brand exhibition, House of Progress

In October 2022, Audi's brand exhibition event "House of Progress" was held. In the exhibition hall, five electric vehicles launched in Korea, including the RS e-tron GT and Q4 e-tron, as well as A8 and the Audi Urbansphere Concept, the third concept car in the Audi Sphere series, were on display. The Audi Urbansphere Concept was a concept car that showcased brand's vision of future premium mobility. In this exhibition, Audi presented the four themes of sustainability, digitalization, design, and performance about what Audi thinks about the changes in future mobility.

### Volkswagen Group Korea chosen as a hub for the APAC Regional Sourcing

#### Strategy pursued by its headquarters

The Volkswagen Group decided to establish a sourcing hub under Volkswagen Group Korea for the APAC region (excluding China) in line with its regional sourcing strategy. This strategy was expanded in the following year to include Japan, Australia, Taiwan, and Singapore for centralized sourcing and strengthened supplier partnerships.







# 2023

**Top** Exterior of Bentley's flagship showroom, the Bentley Cube.  
**Bottom** Interior of the Bentley Cube.



**Top** The Volkswagen Road Tour 2023 offering an opportunity to experience the Touareg, Tiguan Allspace, and the Golf all in one place.  
**Bottom** Audi Gimhae Concept Store.



In 2023, Volkswagen Group Korea intensified its electric offensive. Audi introduced the Q4 e-tron in Korea and enlisted soccer player Hwang Hee-chan as its brand ambassador for various campaigns, while Volkswagen advanced its electrification efforts by commencing customer deliveries of the 2023 ID.4.

Bentley set itself apart from Audi and Volkswagen by unveiling its first Korea limited model and prioritized the expansion of its external presence. Additionally, Lamborghini commemorated its 60th anniversary with an event in Korea to enhance its external visibility. In 2023, both Bentley and Lamborghini experienced explosive growth. Throughout the year, Bentley achieved sales of 810 units, whereas Lamborghini sold 431 units. Bentley broke sales records in Korea for the third consecutive year since 2021, while Lamborghini attained its highest-ever performance in the global automotive market with 10,112 units sold. This marked the first time the Lamborghini brand surpassed 10,000-unit sales.

### Tiguan surpassed 70,000 cumulative sales in Korea

The Volkswagen Tiguan, consistently popular since its initial launch in 2008, achieved cumulative sales of 70,220 units in Korea by July 2023. In the imported SUV category in Korea, Tiguan is the only model with cumulative sales surpassing 70,000 units. The Tiguan, which secured the top spot as the best-selling model of the month 22 times, led the imported SUV market by exceeding 10,000 units in annual sales in 2020.

### "Audi Gimhae Concept Store" is opened at Gimhae Shinsegae Department Store

In March 2023, Audi opened an Audi concept store at the Shinsegae Department Store in Gimhae, Gyeongsangnam-do. This was the first concept store by Audi aimed at broadening customer engagement across various age groups and interests, capitalizing on the convenient and accessible location of a department store. With the launch of the Gimhae Concept Store, Audi underscored its commitment to showcase future mobility and a progressive lifestyle directly to its customers and revealed its intentions to extend this concept to other locations, offering a comprehensive brand experience that encompasses everything from test drives to purchase options in a single venue.

### "Bentley Cube" was opened

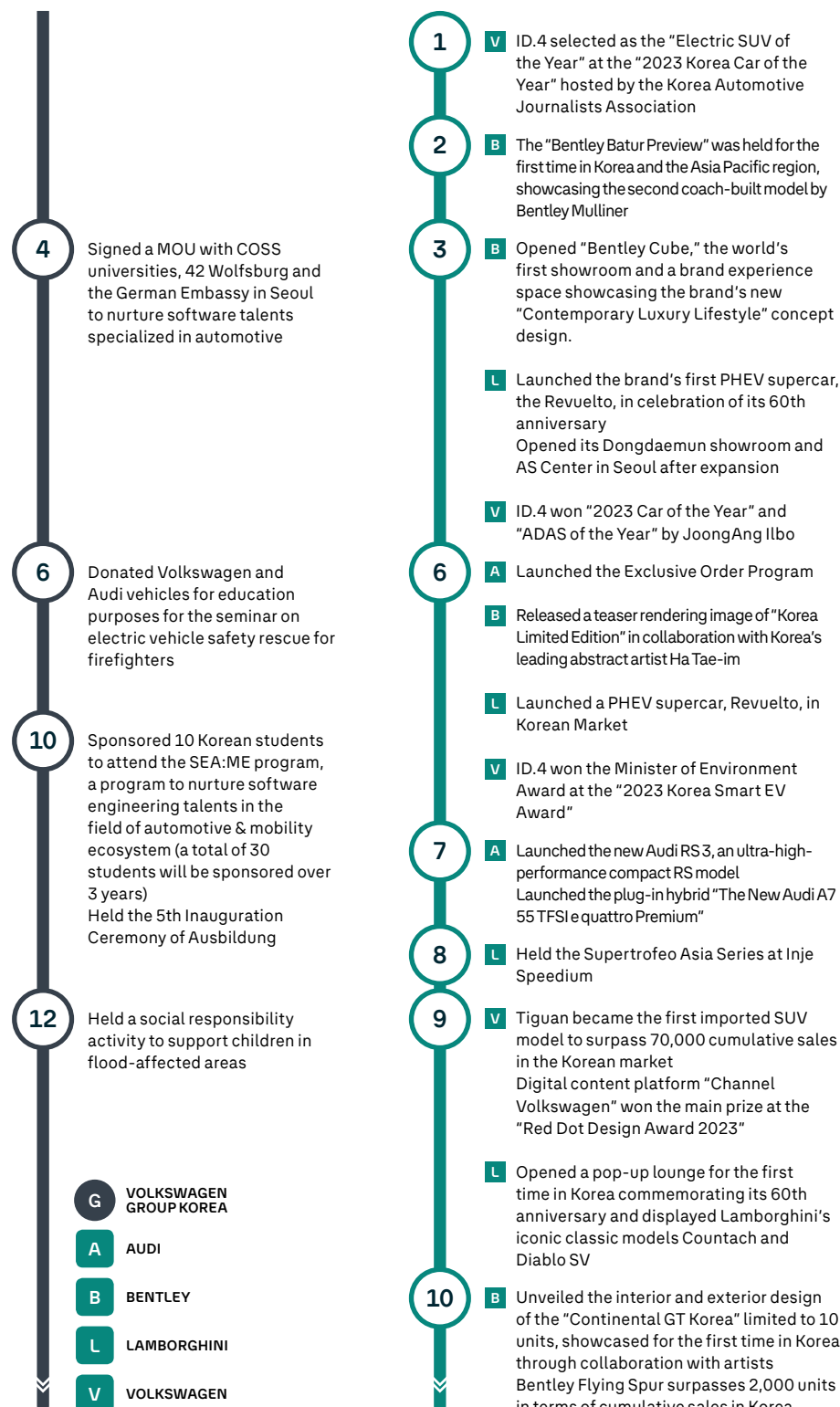
The Bentley Cube, the world's first flagship retail showroom featuring Bentley's innovative "Contemporary Luxury Lifestyle" concept design, was opened. The Bentley Cube is more than just a store; it is a space that provides Bentley customers with a luxurious lifestyle experience and a showroom that offers a distinct brand experience.

### Lamborghini operated its branded pop-up lounge for the first time in Korea

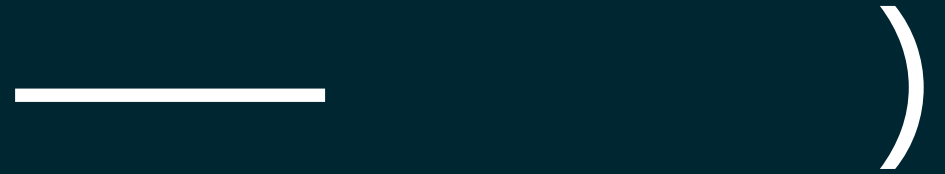
Lamborghini operated a pop-up lounge for the first time in Korea to celebrate its 60th anniversary. Within the lounge, Lamborghini's iconic classic models such as Countach and Diablo SV were on display along with the Huracán STO inspired by Lamborghini's Squadra Corse's one-make-race series, and the Urus Performante, a super SUV, attracting attention from the customers.

### Audi launched its first A7 hybrid model

Audi launched its first A7 plug-in hybrid model, the new Audi A7 55 TFSI e quattro Premium. It featured an intelligent drive system that enabled predictive operation to deliver longer driving range, excellent fuel economy, and dynamic engine performance. Audi's expectation was that the addition of a plug-in hybrid model to the A7 will strengthen Audi's eco-electrified lineup while also providing more choice for consumers who prefer larger imported premium sedans.



# (RESTART 2024



## Together with the stronger Volkswagen Group Korea

In January 2024, Volkswagen Group Korea initiated a "progressive movement" in alignment with its refreshed corporate identity.



The Korean automotive industry achieved record performance in 2023; however, the imported car market witnessed a downturn. The number of newly registered imported vehicles in 2023 totaled 271,034 units, reflecting a 4.4% decrease from 2022. This decline has persisted into 2024, with January sales of imported cars falling to 13,083 units, marking the lowest figure in over a decade since September 2013. Despite lingering market instabilities stemming from uncertain international conditions and a global economic downturn resulting from high interest rates, the Korean imported car market is anticipated to face greater challenges in 2024 than in previous years.

#### Volkswagen Group Korea applied a new corporate design

From January 2024, Volkswagen Group Korea applied a fresh corporate design approach in earnest. The Volkswagen Group transitioned its word mark from "Volkswagen Aktiengesellschaft" to "Volkswagen Group" to underscore its global orientation and distinguish itself from the Volkswagen brand's existing identity. This update extended to the font, color palette, design motifs, and overall visual language, creating a renewed aesthetic. Based on the concept of 'progressive movement,' the new design holds the meaning of allowing the viewers to transport to a novel space both physically and emotionally.

#### Volkswagen launched Golf 50th anniversary campaign

Volkswagen commemorated the 50th anniversary of Golf through a series of campaigns and events. In December 2023, the "2023 Volkswagen Golf Treffen Korea," the first festival dedicated to Golf owners in Korea, took place. Following this, in January 2024, a pictorial featuring the 8th generation of Golf with singer Kwon Eunbi and comedian Kim Min-soo was unveiled. Additionally, the digital video campaign "The Hipster," created in the first half of the year, artfully captured the lifestyle of hipsters and the unique attributes of Golf, extending the promotion of Golf's appeal beyond Korea to Japan.

#### Audi Q4 e-tron series emerged as the top-selling premium imported electric vehicle in March

The Audi Q4 40 e-tron and Audi Q4 Sportback 40 e-tron collectively sold 301 and 95 units, reaching a total of 396 units. This performance positioned them as the best-selling models among German premium imported electric brands. The Q4 e-tron garnered significant popularity among Korean consumers, to the extent that it was completely "sold out" within just two months after its September 2022 launch in Korea. This rapid success solidified its status as a leading model driving the popularization of premium electric vehicles.

1

Applied a new corporate design as part of the global initiative

2

**A** Launched the new MY24 Audi A7 55 TFSI e quattro Premium

**V** Unveiled a pictorial featuring the 8th generation of Golf with singer Kwon Eunbi and comedian Kim Min-soo commemorating the Golf's 50th anniversary

5

Launched a non-profit social responsibility foundation "Volkswagen Group WE: Foundation"

**G** VOLKSWAGEN GROUP KOREA

**A** AUDI

**B** BENTLEY

**L** LAMBORGHINI

**V** VOLKSWAGEN





## News records continued to be set by Volkswagen Group Korea

In May 2024, Volkswagen Group Korea introduced its social contribution foundation, "Volkswagen Group WE: Foundation." The Volkswagen Group WE: Foundation is a non-profit foundation established by Volkswagen Group Korea in celebration of Volkswagen Group Korea's 20th anniversary in the Korean market. Dedicated to advancing the high-tech automotive sector, the Foundation pursues dual missions of ensuring sustainable growth and fulfilling corporate social responsibility and focuses on fostering automotive software talents who will lead the mobility industry, creating a sustainability environment and a healthy community. Despite the challenging global circumstances and shifting market dynamics, the Korean imported car market faces unprecedented obstacles. Nevertheless, Volkswagen Group Korea will continue transforming crises into opportunities as evidenced by its track record and make a new history that exceeds the Korean customers' expectations.