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get connected

9 november – 11 november 07

niedersachsen

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Portrait Autostadt

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Portrait:

The beginning

The Autostadt opened its doors on the 1st of June 2000, concurrently with the opening of the World Exposition, EXPO 2000 in Hanover. The Volkswagen Group invested approximately 850 million marks (EUR 430 million) to set up a world forum for automobility on a 25-hectare (62 Acre) area of land at its headquarters in Wolfsburg. The only project of its kind worldwide, the Autostadt took only two years to build and enables visitors to discover state-of-the-art technology and experiences relating to automobiles in a brand new form.

Current status

In the meantime, the Autostadt has established itself as a tourist destination: 15 million visitors (status: February 2007) have already seen the Autostadt. In just its first year of existence, it attracted 2.3 million guests – more than double the expected number. A total of more than 1.000.000 brand new Volkswagens had been collected at the Autostadt since June 1st 2000. Every day, approximately 5 500 people visit the Autostadt, on weekends figures reach up to 15 000. About 39 per cent of the guests come from within a radius of up to 100 kilometres. 61 per cent travel here from throughout the rest of Germany and the world, that figure includes around 7 % international visitors. Almost three quarters of the visitors spend 6 hours or longer in the Autostadt. The level of satisfaction amongst both visitors and those collecting new cars is particularly high: 91 per cent state that they are very satisfied with the service. More than half of the visitors have already been to the Autostadt several times.

The philosophy

The Autostadt's great success is not only the result of the comprehensive facilities on offer but also of the high level of service: The Autostadt is a „Centre of Excellence“ when it comes to customer-orientation. Guided tours are offered in 16 languages. The Autostadt clearly shows the Volkswagen Group's claim that they constantly guarantee the highest service standard, closeness to the customer and quality.

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