

VOLKSWAGEN REIMAGINES THE VW JOURNEY THROUGH LEGO® BRICKS

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The display, made entirely of LEGO® bricks, captures VW's go-anywhere spirit, featuring Atlas and the iconic Microbus

HERNDON, VA (February 9, 2017) — Volkswagen of America, Inc., has reimagined VW's adventurous spirit through a custom-built display made of more than 20,000 LEGO® bricks. Making its debut at the 2017 Chicago Auto Show, the 2 foot by 3.5 foot display highlights the evolution of Volkswagen design and the journey of VW vehicles with American families through the decades.

The VW journey is set against a landscape that transitions from city life to outdoor scenery, demonstrating the go-anywhere spirit of Volkswagen vehicles. A beloved VW Microbus takes drivers back to the family camping trips of yesteryear, while the Atlas stands ready to transport the modern family through new terrain.

Like the original Microbus, the LEGO interpretation has a two-tone exterior, built with blue and white LEGO bricks. The replica stays true to the iconic model of the 60s with a distinctive "V-shaped" front fascia design, rounded headlamps, silver round side-view mirrors, silver baby moon hubcaps, a curved bumper in white, and a bold VW badge, placed front and center.

Made up of white LEGO bricks, the Atlas model highlights the seven-passenger capacity and utility of the actual vehicle. The model features a characteristic grille, accessorized black rims, roof rails, a rugged trailer hitch for hauling needs and unmistakable front and rear VW badges.

The 2018 Atlas goes on sale later this year.

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 Beetle, Beetle Convertible, CC, e-Golf, Golf, Golf Alltrack, Golf GTI, Golf R, Golf SportWagen, Jetta, Passat, Tiguan and Touareg vehicles through approximately 652 independent U.S. dealers. Visit Volkswagen of America online at www.vw.com or media.vw.com to learn more.

Notes:

This press release and images of the Volkswagen Atlas are available at media.vw.com. Follow us @VWNews.

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