

Volkswagen of America Receives Top Ranking in the Strategic Vision 2011 Total Quality

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-- Golf, Jetta, and Tiguan bested competitors in individual segments --

Herndon, Va. (July 13, 2011) — Volkswagen of America, Inc. was rated the best Full-line Corporation, and the Volkswagen Golf, Jetta and Tiguan were named Total Quality leaders in the newly released Strategic Vision Inc. 2011 Total Quality Index.

The Golf and Tiguan bested all other vehicles in the Small Multi-Function (MFV) and Entry Utility categories respectively, while the Jetta tied for top honors in the Medium Car segment. According to the Quality Index, the Golf, Jetta and Tiguan have “attributes of Design and Exterior Styling that particularly impressed owners, along with many other cues of Quality that were very impactful upon owners.”

“Volkswagen of America is excited about the outstanding recognition that our company and vehicles have received in the 2011 Total Quality Index,” said Jonathan Browning, President and CEO of Volkswagen Group of America. “It is clear that Volkswagen is top of mind among our growing customer base and that our vehicles continue to provide a stimulating driving experience.”

The Total Quality Index® asks buyers to rate all aspects of the ownership experience from buying and owning to performance and driving. It is much more than just counting problems, rather it provides an overall impression of how customers evaluate their new vehicle ownership experience.

To calculate TQI, Strategic Vision asks owners to evaluate their new car experience by measuring: The initial perception of quality, the overall perception of satisfaction, the willingness to be an advocate for the brand, emotional attachment to vehicle, future purchase intention associated with the brand and overall experience with the vehicle. Strategic Vision also asks the customers to evaluate the experience based on product attributes and their dealership experience.

The Total Quality Index® was calculated from 37,069 buyers who bought 2011 models in September to December of 2010. Strategic Vision has presented Total Quality Awards® annually since 1995. For the full Strategic Vision press release on the 2011 Total Quality Index®, please visit: <http://www.strategicvision.com>

About Volkswagen of America, Inc.

Founded in 1955, Volkswagen of America, Inc. is headquartered in Herndon, Virginia. It is a subsidiary of Volkswagen AG, headquartered in Wolfsburg, Germany. Volkswagen is one of the world's largest producers of passenger cars and Europe's largest automaker. Volkswagen sells the Eos, Golf, GTI, Jetta, Jetta SportWagen, CC, Tiguan, Touareg and Routan through approximately 600 independent U.S. dealers. All 2011 Volkswagen vehicles come standard-equipped with Electronic Stability Control (ESC). This is important because the National Highway Traffic Safety Administration (NHTSA) has called ESC the most effective new vehicle safety technology since the safety belt. Visit Volkswagen of America online at <http://www.vw.com> or <http://www.media.vw.com> to learn more.

[Quelle](#)