

September 14, 2018

## VOLKSWAGEN CELEBRATES 90 YEARS OF MICKEY MOUSE'S MAGIC WITH VOLKSFEST 2018

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- Volksfest 2018 will begin from 15<sup>th</sup> September 2018 and continue till end October 2018 across all 121 Volkswagen dealerships in 104 cities
  - Customers can avail attractive finance, insurance and exchange bonus during this period
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**Mumbai:** Volkswagen, Europe's largest carmaker, today announced the annual festive bonanza – Volksfest 2018, beginning from mid-September to end-October 2018. The fest will offer customers an exciting range of benefits across all its 121 dealerships in 104 cities in India. This year, Volkswagen is celebrating 90 years of Mickey Mouse's magic through the 'Happy Days Are Here Again' campaign.

During the campaign, Volkswagen dealerships will host activities including -- Mickey photo-op corner, coloring activity for kids, and give away assured co-branded merchandise on test drives, bookings and after-sales services.

2018 marks 90 years since Mickey Mouse made his first appearance in 'Steamboat Willie', which released on 18<sup>th</sup> November 1928. Mickey has emerged into a global icon with his optimistic outlook and endearing personality, and he continues to delight fans around the world every day.

**Commenting on the beginning of Volksfest 2018 and this exciting partnership, Mr. Steffen Knapp, Director, Volkswagen Passenger Cars said,** "With the diverse cultures prevailing in India, every day is a celebration, taking it a notch higher each time. This year has been an extra special as we associate with Disney India to celebrate Mickey Mouse, a timeless character who represents fun and adventure. With the Volksfest's 'Happy Days Are Here Again' campaign, Volkswagen would like to give its existing and prospective customers another reason to rejoice and be part of this family."

"For 90 years, Mickey Mouse has brought laughter, optimism and hope to fans around the world. This year, globally we are celebrating the magic of our beloved icon. We are thrilled that the collaboration with Volkswagen will give kids and families an opportunity to experience the spirit of their favourite Disney character in a fun manner," says Devika Prabhu, Executive Director – Content & Communications, Media Networks - Disney India.

Volksfest 2018 allows existing and prospective customers to avail attractive finance, insurance and exchange bonus.

# Press Information

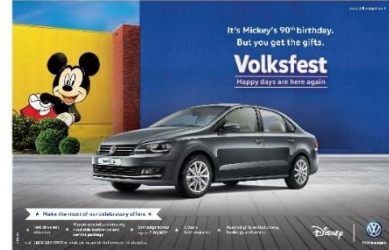


Volkswagen

**Volkfest**  
Volkswagen for everyone



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## About Volkswagen:

Volkswagen, a leading carmaker in Europe, sells its broad model range, from the Up! to the Touareg, in more than 150 countries worldwide. Volkswagen currently offers the Polo, Ameo, Vento, Tiguan and all-new Passat in India.

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