



MEDIA RELEASE

Volkswagen partners Singapore Swimming Association to drive sporting excellence

SINGAPORE, 2 September 2015 – The Singapore Swimming Association (SSA) officially announced an extension of its partnership with Volkswagen, and named Volkswagen as its official car partner today.

In line with the announcement, Volkswagen Singapore held a celebratory dinner where it also commended the national youth swimmers for their outstanding performances at the recently concluded 5th FINA World Junior Swimming Championships.

Volkswagen supported the Championships by sponsoring 15 units of the 7-seater Touran MPV. The cars were heavily utilised during the event, ferrying VIPs and making multiple airport transfers, giving SSA valuable transportation support.

At the dinner, the world's largest automaker announced its commitment to provide solutions for a full range of SSA's transportation requirements during all international aquatics events in Singapore this year. Volkswagen will be supporting SSA with a total of 22 vehicles, including:

- 1 unit of the all-new Volkswagen Passat, for national coach Sergio Lopez. He will be one of the first in Singapore to drive this car, following its official launch last month
- 1 unit of the Volkswagen Transporter commercial vehicle, which will answer all of SSA's logistical needs
- 20 units of the Volkswagen Touran, to provide efficient and comfortable rides for VIPs and guests at international events hosted by SSA

“We are thrilled to welcome Volkswagen on board as the Official Car Partner of the Singapore Swimming Association. We've always enjoyed working with Volkswagen in the past, and we are grateful to receive their renewed support. We look forward to building this successful partnership for the future,” said Mr Lee Kok Choy, President, Singapore Swimming Association.

“Volkswagen is a leading global car manufacturer, with world-class standards of engineering and innovation. It is a company that leads in customer satisfaction and quality, and its support will help us in our goal to become a leading nation in aquatics. Being able to attract a partner of this calibre says a great deal about how far aquatics has come in Singapore, and we’re deeply encouraged by this.”

National swimmer Quah Jing Wen, who competed at the 5th FINA World Junior Swimming Championships, added, “Partnerships empower athletes in many ways. With corporate support, athletes can better focus to train under excellent conditions and leverage opportunities to compete with top swimming athletes from around the world. With the support received thus far, we were able to continually perform at our best and achieve success for Singapore at international swimming championships.”

Said Mr Steffen Schwarz, the Managing Director of Volkswagen Group Singapore: “Volkswagen has always been committed to supporting sports communities around the world. Swimming is a sport that is an integral part of many Singaporeans’ lives, and we are proud to provide SSA with three different Volkswagen models which perfectly suit the Association’s needs. We trust that this will support Singapore on its route towards achieving sporting excellence on a global level.”

Volkswagen has been the Official Car Partner of Singapore Swimming Association since June 2014. Beyond the 5th FINA World Juniors Swimming Championships, Volkswagen will also be supporting the FINA / airweave Swimming World Cup 2015 on October 3 and 4, and the FINA Diving Grand Prix from October 16 to 18.

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ABOUT SINGAPORE SWIMMING ASSOCIATION

The Singapore Swimming Association (SSA) is the National Sports Association governing aquatic sports in Singapore. These include five key disciplines – diving, open water swimming, swimming, synchronised swimming and water polo. As the national governing body, SSA spearheads its vision of developing the Republic to become a leader in aquatic sports – regionally as well as globally. Closer to home, SSA collaborates with various affiliate clubs and stakeholders, to proactively nurture a greater depth of local talent through various outreach efforts and programmes.

ABOUT VOLKSWAGEN GROUP SINGAPORE

Volkswagen Group Singapore is a subsidiary of the Volkswagen Group, which is headquartered in Wolfsburg, Germany. Volkswagen is the only car brand in Singapore to manage its retail business directly. The two dealerships – Volkswagen Centre Singapore (Alexandra) and Volkswagen Exclusive – offer full sales and service facilities. The showrooms and service centres are fully equipped with the latest equipment, with investments continuously being made in both people and space to provide the highest possible levels of customer service in both sales and aftersales. It is the goal of the Volkswagen Group to offer attractive, safe and environmentally sound vehicles which set world standards in their respective classes.

For more information, please visit www.volkswagen.com.sg

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