

VW life.

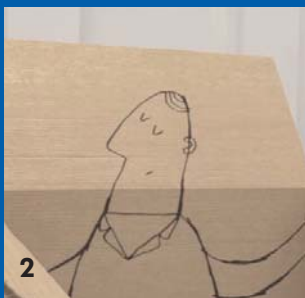
Passionate about people
December 2008



Latest chapter
in Dordon story

Flintoff
All-action ambassador

Inspired
by Scirocco



VWG Life enters a new era

Welcome to the first electronic issue of VWG Life. We're all looking for ways to tighten our belts at the moment and this seems like an eminently sensible win for the business in these challenging times.

You continue to get your magazine and keep up with all the news from around the organisation. We cut our costs and do a bit more for the environment.

I know many of you have really enjoyed having a hard copy to flick through at leisure over the past five years but I'm sure you will get just as much pleasure from this style of magazine. Going electronic also allows us to respond to important late-breaking news stories, as you can see in Gary Wells' message from Mumbai on page 6.

As this is the Christmas issue we thought it would be fun to find out what people were wishing for this festive season. So we asked members of the Editorial Liaison Team to tell us what they were hoping to find in their stockings and what they wanted for their part of the business. You can find their answers on the final page.

As for me, I'm just hoping for a relaxing few days away from it all so I can come back refreshed and invigorated for the New Year. And of course I wish for your continued support for VWG Life through 2009.

On that note, may I say a very Merry Christmas to everyone and I'll see you again in February.



Roger Newport
Editor



COVER PICTURE: ANDREW FLINTOFF, ONE OF OUR VOLKSWAGEN AMBASSADORS, PAGE 8

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BOXY? NOT THE NEW AUDI Q5

Audi's new ad campaign for the Q5, like the car itself, challenges the stereotype of the SUV as a boxy gas-guzzler.

The £4 million integrated launch campaign, from January, highlights the streamlined shape of the Q5 compared with the competition. The message is: "We've unboxed the box". The Q5 looks smoother and more coupé-like than rival SUVs and is also more efficient to drive.

TV ads begin with a plain cardboard box which an animated engineer reshapes piece by piece into a perfect paper replica of the sporty, versatile Q5.

Launch training has taken place over the last six weeks in Marbella, the first time training has been organised outside Germany.





From left to right: Mark Mitchell, Steve Ridley, Michelle Betty, Chris Cole, Andy Lawlor, Paul Northcote, Andy Sargent, Tracie Chatwin and James Knoble

national business conference in Birmingham when winners of the first ever Paint & Body Business Awards were announced at the black tie dinner.

"The competition was designed to recognise everyone from apprentices to senior management and really captured the network's imagination," said Andy, "Almost 300 technicians alone took part.

"Not only were the awards highly cost effective thanks to sponsorship from our business partners, but they also encouraged improved skills and engagement. The competition was structured to draw out learning gained from Group Paint & Body training courses and e-learning. Participants had to demonstrate a fully integrated approach to the business, their brand and the Group to stand a chance of winning."

Group retains Paint & Body crown



For the second year running, Volkswagen Group UK has won the most prestigious award in the accident repair sector – Manufacturer of the Year title in the Bodyshop Industry Awards.

"It's a fantastic achievement to be recognised and rewarded by your industry peers, not once but two years in succession," said Paint and Body Business Manager Andy Lawlor who collected the award from World Superbike Champion James Toseland.

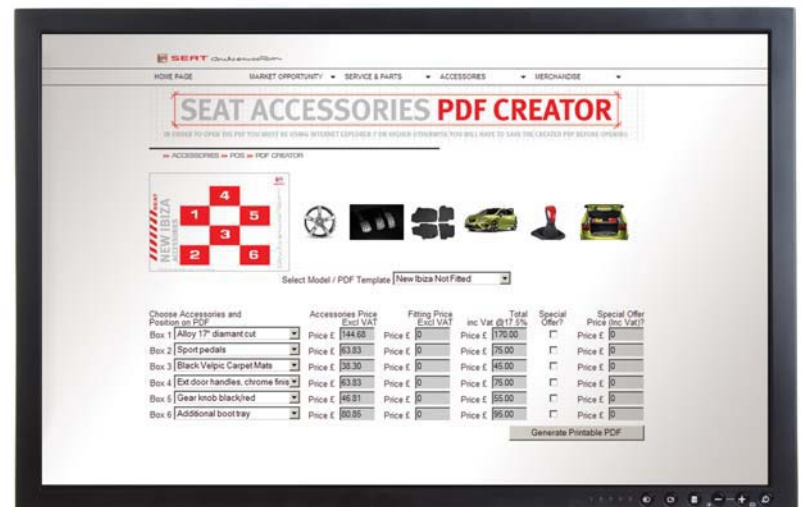
Individual top performers in the Group's Authorised Paint & Body Network were applauded at this year's

DIY Accessory poster creator is a hit for SEAT

A unique new tool on SEAT's Pole Position website enables dealers to create inexpensive posters to promote their personal choice of accessories.

The pdf creator allows dealers to select up to six items they want to feature on the eye-catching A4 poster and to show fitted, non-fitted and special offer prices. The user friendly tool is not only easy to use, but no other manufacturer has it – dealers choose their accessories and the poster is automatically populated with images and pricing information.

Feedback from the network has been so good that the brand is now looking to offer a similar tool for promoting service and parts.



GREY HAIR SUDDENLY BECOMES DESIRABLE...

So it is now official. We are in recession and the economy is contracting rather than growing. The real power of the 'R' word is that exposure in the media will once again drive down consumer confidence and reduce discretionary spending, thus fuelling the recession.

Until October, most experts considered the UK economy would skim along the bottom but not quite go into recession. Clearly the liquidity crisis, which affected the world's banks and resulted in massive intervention by governments, has ensured that we dip into negative territory.

The impact on the car industry has been predictably massive, with the September and October markets 21% lower than last year. But, in reality, it was much worse than this with some competitors' 'false' registrations reaching levels of over 30% of their whole month's volumes in one day. These cars are not sold but just massaging the figures – temporary comfort but long term disaster.

For this reason, VWGUK does not indulge in such activities, nor do we encourage our dealers to do so. This makes our September result much better than it appears in fact, with a record breaking 16.1% car market share. Our volume was down 14% – much less than the overall market, despite the inflated number of registrations by our competitors.

The total car market for 2008 will fall to 2.15 million, from 2.4 million in 2007, and our sales volume will be around 380,000. Up until July it looked like being over 420,000, a new record.

There are good reasons to believe that even an economic dip will start to recover in the second half of 2009, with interest rates lower, oil and other commodity prices falling and the bank crisis at least stabilised. But because of the weak start to 2009, we still expect the total car market to be only 1.9m cars.

All of this is of course having a devastating impact on our profitability and that of our retailers. We will all need to cut costs. We started this – thank goodness – earlier this year but now the cuts need to be deeper.

This is my fifth economic recession since I joined this industry in the 1960s so it is familiar territory. At these times it is quite useful to have some people around who have done it before – so some grey hair around the place can be desirable!



Robin Woolcock
Group Managing Director

Superb choice for caravanners

The Caravan Club has named the Škoda Superb 2.0 TDI as Towcar of the Year. "Our guess is that it will become one of the all-time caravanning favourites," said the judges, who picked the Superb over 37 rivals, including the defending champion from Ford.

Details of the Superb will be distributed to all Caravan Club members in a special supplement.



Better staff experience is best for customers

A pilot programme in six Audi Centres shows conclusively that making improvements to the staff experience significantly boosts the customer experience too.

After the pilot, the improvement rate in the six Centres' 'Customer Experience Improvement (CEI)' Service Index score was four times higher than the national network improvement average across the same period. Wayside Audi saw a massive 34% improvement in its CEI score.

"SEI has been developed as a network business improvement tool to give Heads of Business the insight they need to better understand their staff and to close the link between the staff and the customer experience," said Sanchia de Lacy, Network Customer Experience Manager.

Managed by the Insight Exchange consultancy, SEI supports Audi's objective of becoming best network employer and No. 1 for customer experience by giving Centres the management information and staff feedback they need to make business improvements.



passionate
about
customers

The importance of being green



Volkswagen Group's commitment to the environment and the community has helped secure a number of major fleet deals recently for Audi UK.

The brand has been awarded a second three-year contract to supply BT with an anticipated total volume of 600 vehicles after a rigorous tender process that focussed heavily on the Group's environmental and corporate social responsibility strategies.



"The process showed how much importance customers now attach to suppliers' green and social credentials," said Key Account Manager Sally Livingstone. "We wouldn't have won this contract unless we measured up."

Factory trip inspires top Trade Parts Specialists

passionate
about
people

A dozen top performing Sales Development Managers in TPS businesses were wowed by the scale of Wolfsburg when they were treated to a trip to the Gibraltar-sized plant as a reward for their sales achievement in a customer promotion.



Message from Mumbai



Gary and his wife Sue in more relaxed times

Volkswagen AG was quick to react when terrorist violence erupted in Mumbai last week, immediately closing the National Sales Office and advising all Foreign Service Employees to stay home until further notice.

Former Head of SEAT Aftersales Gary Wells, who is six months into the job of setting up a Group Services operation in India, said he and his wife Sue were inundated with calls and emails from friends and colleagues as a dozen suspected Islamic militants rampaged through the capital, killing at least 195 people and leaving hundreds more injured.

"Our thoughts are with the families of all the innocent people who have lost their lives," he told VWG Life. "While it seems American

and British nationals were the main targets, the bombs and sporadic gunfire hit anyone, regardless of race or religion, who happened to be in the wrong place at this awful time.

"In the UK we take pride in our 'business as usual' attitude in the face of terrorism, but here it's different because, as white Foreign Service Employees, we simply cannot avoid standing out in a crowd.

"Sue and I are both adamant that what has happened will not deter us from getting on with our life in Mumbai. If, at any point, we felt we were being exposed to significant risk, I am confident the Group would support a decision to come home, but we don't want to leave India."

Family, freedom and footie in the UK

New Head of Operations at Audi UK, Greg Levine, gets his Christmas wish in the New Year when he brings his young family over from South Africa to join him in the "home of football".

"That's what my sons are most excited about," said Greg, who arrived at Blakelands from Johannesburg in October. "But I think the family will find the whole UK experience culturally enriching.

"They'll struggle with the weather a bit but they will love the freedoms here. We have a wonderful life in South Africa but the country does have its challenges in terms of crime and our houses are becoming more and more prison-like with electric fences and so on. It's great to be able to wander the streets of London without fear."

Greg returns to the UK with his wife Stacey, a clinical psychologist, and children Shaun, 9, David, 7, and 5-year-old Jessica after a Christmas break back home where, for the past five years, he has been Audi Brand Director. His automotive career began with Nissan and has included three years in product development for Fiat in Italy.

"The vehicle market in the UK is the most sophisticated and advanced in the world," he said. "These are interesting times of course, but challenging times bring out the best in people. This is a prime opportunity to relook at how we operate and ensure that the basics are being consistently implemented across the business.

"Overall though, Audi UK is in extremely good health and is well structured to weather and even excel in the current economic



climate. In the tough times consumers generally tend to buy the tried and trusted. This puts us in a very strong position to capitalise on the strong brand building activities that have taken place in recent years."

Greg said he was immensely impressed with the quality of the Audi team and with the level of camaraderie, not just within the brand, but throughout the Volkswagen Group operation in the UK.

"The level of synergies and the way departments work together so effectively is really something," he said. "And everyone has welcomed me so warmly I feel right at home."



PARIS PRESENTS...

More people visit the Mondial de l'Automobile in Paris than any other motor show in the world and there was plenty to keep Volkswagen Group fans happy this year.

Audi unveiled the A1 Sportback concept study, a new five-door, front-wheel-driven interpretation of the A1 project quattro first shown in Tokyo last year, and the fuel-efficient A4 TDI concept e.

Volkswagen chose Paris 2008 for the world debut of the sixth generation Golf GTI, a production version of which is due in UK showrooms next spring. The brand also showcased its second generation Passat BlueMotion and revealed the cleanest production Passat ever, the Blue TDI. The revised Phaeton broke cover too.

From SEAT came the jewel in the Spanish brand's crown, the all-new ultra high performance Ibiza Cupra, the first supermini in the world to have a seven-speed DSG gearbox.

And Škoda premiered a facelifted version of the bestselling Octavia, boasting a new interior, exterior and applied technology.

Lamborghini presented Estoque, a Lambo like no other with four doors, four seats and ample luggage space.



At Audi's service



Audi UK's top service technicians and advisors have been battling it out for a place in the 2009 world final of the prestigious Twin Cup, currently held by China.

Winners of eight regional competitions, who demonstrated superb warranty, parts and technical knowledge and skills, contested

the national final last month at the National Learning Centre and Hanbury Manor. The triumphant team, Cheshire Oaks from Chester, will now represent Audi UK against the rest of the world early next year.



ALL-ACTION AMBASSADORS



While big-hitting Volkswagen ambassador Andrew Flintoff (pictured on the front cover) is poised to make a resounding impression on the India v England Test Series, hopefully starting this month, another of our sporting ambassadors, Sir Ian Botham, has completed his 12th Great British Walk in aid of Leukaemia Research, supported by six Touareg 4x4s.

Meanwhile, earlier this year, Touareg-sponsored ambassadors each captained a media team to battle it out at clay shooting, fly fishing, air rifles, kwik cricket and reversing a Touareg while towing a horse box.

Olympic sailors Will Howden and Leigh McMillan and their team took the Ambassador Challenge title and donated their prize money to Great Ormond Street Children's Hospital.

Other teams were led by Olympians, rower Steve Williams and horsewoman Mary King, and former England cricketers Dominic Cork and Chris Adams.



Race track treat for Group apprentices

All graduating apprentices within the Volkswagen Group were treated to a day at Silverstone to mark their achievement this year. SEAT, Škoda, Commercial Vehicles and Paint & Body joined forces for their celebrations, which included a pit stop challenge and driving events for the 38 service, technical and parts apprentices (pictured). Commercial Vehicles named Stephen Tawls Apprentice of the Year.

Audi saw 71 apprentices graduate this year and Volkswagen 64. Both brands held separate Silverstone events.

Apprenticeships are operated in partnership with learning provider, VT Training. VT Training's vocational coaches visit all apprentices regularly, assessing their progress and giving additional learning support as they work through their qualifications.



Simon Elliott

SPOTLIGHT

Job title: Director, Volkswagen Commercial Vehicles

D.O.B: 1st August 1961

Personal/family details: I'm married to Kay with three children – Laura, 17, Cameron, 3 and Josie, 1 (don't ask!)

Favourite film: It has to be **films** – Tin Cup, The Commitments, The Life of Brian, Happy Gilmore

Favourite band/record: Oasis – all their albums

How do you like to unwind outside work hours?

I'm one of three directors of Scunthorpe United and I play golf, plus of course I spend time with the family.

Previous roles: My first job in the industry, aged 19, was a sales advisor for Volkswagen. I was an Area Marketing Manager when I was headhunted by Toyota in 1988, then moved to Daimler Chrysler in the late 90s, becoming President and CEO of Chrysler Group China and Managing Director of Chrysler Jeep UK. Last year I was voted CEO of the Year in the Chinese automotive industry.

What brought you back to Volkswagen?

I met Robin Woolcock and was just so impressed by his vision and belief in the company. This is my first foray into the world of commercial vehicles.



How have things changed since you were here in the 80s?

The atmosphere and culture are light years ahead of where they were! We all used to be petrified of the directors who sat behind tinted glass in their special suite. Now you can see everyone feels at ease. It's a fantastic place to work.

What is your role at Volkswagen Group?

It's been a near vertical learning curve since I arrived in August at the same time as a major drop-off in the market.

It's critical that we revise our strategy to counter the negative conditions and protect our brand image when all around us are losing their heads, but at the same time grow our share.

How are you going to achieve that?

Thankfully my predecessors built a very solid foundation and I am lucky that we have a great brand, great vehicles, a great team of like-minded people and great relationships with the network. However, the need to revisit our strategy is key. The market needs are different now and while 90% of our strategy remains intact and relevant we need to look at the other 10%. For example, we must focus on used sales and adopt a marketing approach that creates ever greater brand awareness.

What would you say is your biggest challenge?

The market currently is extremely tough and some of our competitors are doing crazy things that cannot be sustained. The challenge for us is to do things that make an impact and grow share but that also leave the brand in great shape for when things improve.

Which of the Language of Success behaviours are most important to you in your working life and why?

Passionate about people – our team has to feel part of what we are trying to achieve. We should have fun and share in success, which I guess leads on to Openness as well. Good two-way communication is vital in a team environment.

What is your personal wish for Christmas and the New Year?

Other than Santa's Crafter getting presents to everyone on time, it's to really relax and get ready for a New Year full of opportunity.

What's your Christmas wish for the brand?

Continued success of course!

PEOPLE ON THE MOVE

MOVERS

Victoria Cox – to Group Services Planning as Audi Exclusive Parts Pricing Analyst

Paul Vissian – to Commercial Vehicles as National Aftersales Manager

John Bower – to Škoda Administration as Head of Aftersales

Trevor Phillips – to Volkswagen Fleet as Planning and Strategy Manager

JOINERS

Rob Day – joined Volkswagen Retail Operations as Area Manager – Area 52

Lucas Svoboda – joined Škoda Administration as Planning Analyst (Internship)

Peter Furniss – joined SEAT Aftersales as Aftersales Support Manager

Helen Grant – joined Škoda Sales as Contract Hire and Leasing Account Manager

Robert Brindley – joined Audi Marketing Planning as Centre Marketing Manager

Rebekah Harris – joined Commercial Vehicles Aftersales and Customer Service as Strategic Planning Assistant

Greg Levine – joined Audi Operations as Head of Audi Operations

Carol Kirk – joined Commercial Vehicles Operations as Corporate Account Manager

Simon Oversby – joined SEAT Business and Fleet Sales as Regional Business Sales Manager

Eric Ekins – joined SEAT Aftersales as Area Aftersales Manager – Area 7

Jeremy Birch – joined Retail Development as Site Acquisition Project Manager

LONG SERVICE AWARDS

Congratulations to those employees who have received long service awards:

10 years

Andrew Molyneux
Commercial Vehicles Aftersales and Customer Service

Jim Wilberforce
Commercial Vehicles Operations

15 years

Robert Mayer
Volkswagen Retail Operations

20 years

Stephen Butt
Group Services Planning

Wendy Green
Volkswagen Customer Service

Fiona Maskell
SEAT Operations

Chris Blue
Commercial Vehicles Operations

Ian Brown
Finance & Legal

25 years

Andy Swain
SEAT Operations

Chris Leyshon
Commercial Vehicles Operations

30 years

Nick Berry
Volkswagen Fleet

Mick Jackson
Group Services Technical Support

MATERNITY

Zoe Armstrong – left Information Systems for maternity leave

Rachael Thompson – returned to Volkswagen Retail Operations from maternity leave

Eve Thomas – returned to Audi Marketing Planning from maternity leave

Michelle Davis – returned to Audi Aftersales from maternity leave

Kerry Clark – returned to SEAT Operations from maternity leave

LEAVERS

Jaqueline Wood – left Information Systems after 4 years with the company

Iva Krutská – left Škoda Administration after 5 months with the company

Ross Martin – left Volkswagen Retail Operations after 5 years with the company

Chris Hawken – left Audi Marketing Planning after 14 years with the company

Amanda Pick – left Volkswagen Customer Service after 5 years with the company

Maxine Oxley – left Retail Development after 16 years with the company

Latest chapter in Dordon success story



Authorised repairers and TPS sites get 97.5% of the parts they want overnight thanks to a precision warehouse operation that has gone from strength to strength since opening at Dordon in 2002.

It's a record availability score, achieved by holding 102,000 part numbers (of the 800,000 available from the factories) and constantly refining processes and stock configuration at the 64,000 sq metre warehouse.

"We now hold 5,000 more part numbers than we did two years ago, giving us a central UK stock holding of £43.5 million," said Mark Bull who is the UK Project Manager for Parts Logistics. "And we dispatch 42,000 order lines every day, 3,000 more than in 2006."

The introduction of the Trade Parts Specialist network last year offered valuable insights into where different parts should be stored in the warehouse.

"With 33% of our daily pick being dispatched to TPS locations, we had to reconsider where to store the older part numbers that are

more in demand by the TPSs," added Mark. "Historically the authorised repairers would not order these as much, so we could store them further away from the parts dispatch area.

"We've built up good relationships with the TPS network. It's like having 57 mini warehouses around the country. Holding an average of 5,500 lines each enables them to fulfil 60-65% of parts orders off the shelf. We can guarantee delivery of almost everything else by the next day with Dordon's supporting stock."

In another major change last year, inbound deliveries switched from rail to road to guarantee consistency of supply.

"The trains would go through about seven different rail providers en route from Germany which simply caused us too many problems," explained Mark. "There were frequent strikes in France and Belgium, the Eurotunnel was often a pinch point and parts availability kept dipping to unacceptable levels.

"Since the transfer to road-based deliveries, we have increased next day parts availability from 95.5% to a consistent 97.5%, a huge improvement which has delivered excellent customer service throughout the network. Our rail head at Dordon has been retained in case the rail network becomes a feasible approach again in the future."

This year saw the development of a new £1m returns building next to the main warehouse, which enables returned products to be kept separate from new inbound stock.

"By taking the opportunity to optimise processes during the build and start-up phase, we can now process network returns within 48 hours of receipt which has speeded up credits back to the network," said Mark.

Plans to further improve the operation in 2009 include developing a track-and-trace system in the lorries to confirm overnight deliveries and collections and a rethink on how parts are stored to make maximum use of every square centimetre of storage space.

"Getting smarter about how we store product means we can put off the day when we will need to extend the warehouse," added Mark.



Nights out in the New Year

Tickets are on sale now from the Sports and Social Club for three great productions at Milton Keynes Theatre in the New Year. The Chinese State Circus performs at the end of January, David Essex stars in All the Fun of the Fair in early February and Marti Pellow is up to no good in The Witches of Eastwick later that month.

Meanwhile, this weekend (6th December) the children's Christmas Party is taking place at Activity Land in Milton Keynes.

What else do you think the Sports and Social Club should be planning for 2009? Committee members would welcome any ideas to sportsandsocial@vwg.co.uk



Single solution for waste tyres

A new solution for the nationwide collection and disposal of waste tyres makes life easier for retailers using the VWG Tyre Programme and ensures the Volkswagen offer competes with that of rival suppliers.

Sapphire is one of the UK's leading processors of end-of-life car and van tyres, recovering energy from more than 16 million scrap tyres a year.



Audi demonstrates commitment to customer service



Audi UK has become a council member of the Institute of Customer Service, the first prestige automotive manufacturer to do so. The move sends a clear signal to customers and staff about the brand's commitment to service excellence and to becoming No.1 for customer satisfaction by 2015.

The message was further emphasised by Audi's activities during this year's National Customer Service Week which seeks to raise awareness of the vital role customer service plays within an organisation.

The new Customer Room was officially opened at Blakelands and, in the network, Centres were urged to question how they could improve the customer experience, with Desktop offering one simple tip each day.

Selected Centres also tested a new customer feedback product from Fizzback which captures real-time customer insight via text and email. The live system told Audi customers that their opinions matter and yielded more feedback than that generated through traditional methods. Messages received revealed high scores for customer service, staff attitude and customer satisfaction.



VWFS UK leads the way in Europe

Volkswagen Financial Services operations in Scandinavia, Ireland and the Benelux

countries are looking to the UK for best practice in forging strong and successful relationships with the brands and network.

Earlier this year, Bryan Marcus, VWFS Regional Manager for Northern Europe, asked Ray Moore to spend five months touring the territory to help the different FS operations develop their support for the brands.

"Ray took some of our best practice activities – sales management techniques, retailer training, marketing and so on – into countries where the relationship between FS, brand and network is not as well developed as it is in the UK," explained Bryan.

"Sweden is now looking to replicate the UK approach and Ray's input made a significant contribution in Belgium and to the development of our retail plans in Ireland where we have just opened for business." (See story below)

Ray, now VWFS Sales Director, said he was able to bring back valuable learning to the UK business too. "It certainly wasn't a one-way street!"



Volkswagen Bank opens in Ireland

Volkswagen Financial Services is now trading in Ireland, under the banner of Volkswagen Bank, in support of the country's new UK-style import and sales operation headed by former Volkswagen UK Director Paul Willis.

The Bank's services and products will, as in the UK, help the brands develop market share, increase Aftersales and assist dealers to improve their viability.

VOLKSWAGEN BANK

UNITED KINGDOM BRANCH



INSPIRED BY SCIROCCO



Artists were challenged to capture the spirit of Scirocco in a series of original works commissioned by Volkswagen to mark the reincarnation of the brand's iconic coupé.

The initiative was a first for the brand and aimed to get people, especially those hard-to-reach opinion formers, talking about the new model.

The Scirocco-inspired pieces included a Hudson-Powell carpet, mobile furniture by Ben Wilson, a circular Philippe Malouin chair and a light installation by Moritz Waldemeyer. After a tour of the country the pieces were showcased in a retail space off Carnaby Street, London. You can now view the work at www.sciroccostudios.co.uk

The novel approach enabled the marketing team to reach the influential readership of magazines such as Dazed & Confused and Creative Review as well as a national press audience.

Up close and personal with offshore Service Desk



A visit to India to see the new IT Service Desk in action left Services Delivery Manager Richard Genever extremely impressed. And, as he is the man responsible for incident management processes in IS, that's good to know!

"I wanted to see the offshore set up for myself and was particularly impressed by the culture and ethos at TCS," said Richard. "The 30 people employed on the Service Desk are absolutely dedicated to providing the best possible customer experience. They really take ownership of a problem."

"I sat and listened to some of the calls and can report that employees have a great command of the English language and understanding of our business and brand differences. Their rigorous training shows."

Richard was in Delhi with Information Systems Director Nick Gaines who officially opened Volkswagen Group's Service Desk floor in the new TCS building.

"The visit has generated a lot of interest so I'm glad I can relate that it was such a positive experience," added Richard. "People have been asking me how TCS are looking to develop their service moving forward. We saw what they have been doing for Virgin Atlantic for the past four years and the fact they are still coming up with new ideas for them really bodes well for us."

As well as fitting in a visit to the Taj Mahal, Richard and Nick flew to the TCS centre in Pune where the organisation develops IT-related processes for automotive manufacture.

"The capability and scale of the whole operation is phenomenal," added Richard.



Nick Gaines, sporting a traditional tilak on his forehead, at the opening of the VW Service Desk floor within TCS in Delhi

VWFS is charity fundraising champion

When it comes to making money for charity, VWFS beats other Milton Keynes companies hands down.

Challenged by HSBC to turn £50 into as much cash as possible for the Keech Cottage children's hospice, employees grew their stake to a massive £6,124. This was more than double the amount made by any other of the 40 companies involved in the accumulator challenge which raised a total of £26,000 to fund a hospice nurse for a year.

"This is a fantastic achievement – well done to everyone involved," said VWFS Managing Director Graham Wheeler. Fund raising activities included prize draws, raffles, cake sales and a sponsored skydive.

Casual days at VWFS this year have raised some £4,000 for various charities including Sport Relief, the Red Cross, the Air Ambulance and the Breast Cancer Campaign.



Ian Urquart, Commercial Director at HSBC with Pat Vallis, Sharon Cornford, Chloe King-Lee, Nicole Wakefield and Jo Heady from VWFS and Paul Sutherland from Keech Cottage

Group effort for Children in Need

Group employees pulled out all the stops for Pudsey again this year, raising over £3,500 for Children in Need.

Highlight of the action was a hugely popular quiz night which attracted 24 teams and contributed some £800 of the total. Other events included the annual netball tournament, a prize draw, sales of Krispy Kreme doughnuts and DVDs, and a special Pudsey breakfast.



Ready and Willen!

Spinning classes are helping Rob Martin of Group Services prepare for a 350 mile sponsored cycle ride from Paris to Geneva in aid of Willen Hospice next June.

Willen is dear to Rob's heart as his grandparents Albert and Lily Knight, both of whom worked for Volkswagen 30 years ago, spent their last days in the hospice.

"My granddad used to work in the warehouse and my nan worked in the restaurant," said Rob, who aims to raise a minimum of £2,000.

People can sponsor Rob at www.justgiving.com/robmartin2009

Škoda's monthly £10 raffle made almost £600 for Willen this year.





Paul Turner, who together with Speedy Hire Group Fleet Director Ian Leonard, drove the A8 1,100 miles down the length of the country

Audi's faultless performance for charity

Audi UK helped new fleet customer Speedy Hire raise some £1,500 for the injured construction workers' benevolent fund by loaning an A8 for a charity race from John O'Groats to Lands End. Speedy Hire, the UK's largest tool and equipment hire firm, said the Audi performed 'faultlessly' during the two-day 1100-mile Lighthouse Run.

Lending a hand in the community

GCSE and A level German students are benefiting from sponsorship and mentoring relationships with the Volkswagen Group under a community outreach initiative which embraces local schools, voluntary organisations and charities.

Pupils from the Royal Latin School, Buckingham enjoyed a city tour and a special meal courtesy of the Group during a trip to Berlin to brush up their language skills. They have also been invited to Audi UK for an insight into a German-owned company and the opportunities presented by being able to speak the language. And there are plans to help promote German learning and support students at Lord Grey School, Bletchley too.

On the charity front, Volkswagen Group is the first company in Milton Keynes to offer HR and Health and Safety expertise to help local organisations who cannot afford to pay for professional input.





Catherine Moore, Škoda

Top of my personal wish list this Christmas is a pair of ski poles for my skiing holiday next year (I have the skis already in case anyone was wondering!). For the brand I wish we continue to manufacture happy drivers and achieve that 2% market share.

Claire Hales, HR

A pony is all I've wanted for as long as I can remember. If you could throw in a stable and a field too, that would be great. For the business I just wish for lots of people that want to buy our cars!

Natalie Dale, Volkswagen Financial Services

I'd like to wake up and find Liverpool striker Fernando Torres in my Christmas stocking! My wish for VWFS is that we continue to buck the trend and see our sales grow despite the slow-down in consumer borrowing.

Chris Seaman, Group Services

I covet a 1995 Lancia Delta Integrale Evo II in rosso red with Final Edition springs! As far as Group Services goes, I wish for better awareness around the business of who we are and what we do.

Jodie Tuley, Commercial Vehicles

I'd like a pink poodle – like the one Paris Hilton has – and a trip to Lapland please! My wish for the brand would be increased unprompted awareness.

Mike Orford, SEAT

My personal wish is for Paul McCartney's 'Wonderful Christmastime' to be banned from the airwaves. And for the business, I wish for the impending recession to turn magically into an economic boom.

Tracey Nolan, Volkswagen Fleet Services

I hope that people return to the true values and meaning of Christmas – but I'd also really like an iPod touch! As for the business, I wish that fleet sales continue to make a big contribution in this difficult market.

Verena Clarke, Finance & Legal

Personally I wish for my grandmother to get better soon so she can leave hospital and be with us at Christmas. And for my function, I hope that we will continue to work as such a good team in 2009.

Paul Pizarro, Group Services Planning

I'm wishing for a clean sweep for my team, Northampton Saints, in the Guinness Premiership, the EDF Cup and the European Challenge Cup. The best thing I could wish for Group Services is the chance to introduce ET2000 and its family of systems early because it will make such dramatic improvement to our parts supply operation. Then I could spend more time watching the Saints!