
Volkswagen launches online sales

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Customers can now lease new vehicles online from Volkswagen in Germany.

The all-electric ID.401 and ID.502 models from Volkswagen's ID. family will initially be offered. They will be joined later by the ID.303.

"This marks a key step in digitalizing our sales as part of our ACCELERATE strategy. We are one of the first major automotive manufacturers to offer complete online leasing of freely configurable vehicles," said Klaus Zellmer, member of the Volkswagen Brand Board of Management responsible for Sales, Marketing and After Sales. The offering is also to be rolled out successively to other European countries.

Klaus Zellmer added: "Surveys show that around two-thirds of our customers also want to be able to purchase our vehicles online. We're now addressing that wish. Our mission is to give our customers an excellent offering and buying experience both at dealerships and online. As a result, we'll also strengthen our competitiveness lastingly."

The new offering from Volkswagen Germany enables a complete and seamless online experience – from vehicle configuration, definition of the leasing options, to digital authentication and conclusion of an agreement. All that can be done very conveniently from a PC, tablet or smartphone.

Dealers will be still be integrated very closely in the online business model organizationally and financially and will also remain an important point of contact for customers for advice, test drives, right up to delivery and service.

Klaus Zellmer noted: "Online sales will not replace the brick-and-mortar dealership. We need a good online presence coupled with a strong and powerful local presence provided by our dealers. Dealers are and will remain the face to our customers. They are indispensable when it comes to providing personal, competent advice."

The new online leasing service for new vehicles will be gradually expanded to include cash purchase and financing options that can be concluded online. Online leasing is a further component in the digital marketplace at volkswagen.de, where German

Volkswagen dealers have offered new and used stock cars for purchase as soon as they are available since the end 2021.

(Volkswagen)