



VOLKSWAGEN DEALERSHIP COMMUNICATION

To: Dealer Principals

Frank Trivieri & Mark Barnes Name

VP Sales & VP Customer Experience Title

Subject: *2011 Wolfsburg Crest Club Winners*

Sales & Customer Experience Department

January 19, 2012 Date:

Congratulations to the newly crowned members of the Wolfsburg Crest Club! These winning dealerships possess the best selling skills in the nation and are leading the way in Volkswagen's quest to rapidly ramp-up sales volume. Simply possessing the skills, however, isn't enough to propel a dealership to the top echelon. Each of the Wolfsburg Crest Club members has also excelled through their dedication to the Brand, their tremendous work ethic and their desire to be the best.

Kudos to the sales force at Gunther Volkswagen of Coconut Creek, FL who once again finished the year at the pinnacle of the sales charts with a new car total of 3,871 vehicles. Congratulations also to Volkswagen of Rome, NY for achieving the Crest Club's best Sales Index score of 257.3%. Special recognition goes to Bommarito Volkswagen of Hazelwood, MO and Gunther Volkswagen Mall of Georgia in Buford, GA. These two stores completed the extraordinary feat of earning memberships in both the 2011 Wolfsburg Crest Club and the 2011 Customer First Club. Well done!

All 50 winners are listed on the following page, designated by Diamond, Platinum and Gold. The Diamond and Platinum members will be invited to attend the President's Excursion at Blackberry Farm, Tennessee from April 18th through the 22nd.

We would like to thank all of our dealerships for the outstanding effort that each of you put forth over the past year. Your competitive drive set the tone for Volkswagen's record-setting performance in 2011 as we climbed up the industry's sales charts and achieved our best market share since 1981. Working together, we can achieve even greater heights in 2012.

Best regards,

Frank Trivieri

Mark Barnes

"We vow to strengthen customer relationships with each and every contact and to make owning a Volkswagen something to smile about."

2011 Wolfsburg Crest Club Members



Top 40 Sales Volume

Rank	Dealership	Location	Sales	Rank	Dealership	Location	Sales	
Diamond	1	Gunther VW of Coconut Creek	Coconut Creek, FL	3,871	22	Volkswagen Pasadena	Pasadena, CA	1,214
	2	Gunther Volkswagen	Fort Lauderdale, FL	2,337	23	Deel Volkswagen	Miami, FL	1,204
	3	Volkswagen Santa Monica	Santa Monica, CA	2,213	24	Platinum Volkswagen	Hicksville, NY	1,189
	4	Esserman International Volkswagen	Miami, FL	1,854	25	Volkswagen of Stevens Creek	San Jose, CA	1,130
	5	Volkswagen of Downtown L.A.	Los Angeles, CA	1,755	26	West Houston Volkswagen	Houston, TX	1,124
Platinum	6	Commonwealth Volkswagen	Santa Ana, CA	1,693	27	Jack Daniels Motors	Fairlawn, NJ	1,106
	7	South Bay Volkswagen	National City, CA	1,553	28	David Maus Volkswagen	Orlando, FL	1,103
	8	Boardwalk Volkswagen	Richardson, TX	1,430	29	Aristocrat Volkswagen	Sanford, FL	1,085
	9	Lindsay Volkswagen of Dulles	Dulles, VA	1,383	30	Burnsville Volkswagen	Burnsville, MN	1,076
	10	Gunther Volkswagen Mall of Georgia	Buford, GA	1,329	31	Emich Volkswagen	Denver, CO	1,074
	11	Cherry Hill Volkswagen	Cherry Hill, NJ	1,320	32	Byers Imports	Columbus, OH	1,074
	12	Momentum Volkswagen of Clear Lake	Houston, TX	1,311	33	University Volkswagen	Seattle, WA	1,068
	13	Vista Motor Company	Pompano Beach, FL	1,305	34	Trend Motors	Rockaway, NJ	1,064
	14	New Century Volkswagen	Glendale, CA	1,297	35	Camelback Volkswagen	Phoenix, AZ	1,055
	15	Stohlman Volkswagen	Vienna, VA	1,290	36	Boardwalk Volkswagen Park Cities	Dallas, TX	1,053
	16	Capistrano Volkswagen	San Juan Capistrano, CA	1,278	37	Desert Volkswagen	Las Vegas, NV	1,047
	17	Volkswagen SouthTowne	South Jordan, UT	1,250	38	Ganley Westside Imports	North Olmsted, OH	1,042
	18	Pacific Volkswagen	Hawthorne, CA	1,245	39	Fairfax Imports	Fairfax, VA	1,026
	19	Lewisville Volkswagen	Lewisville, TX	1,218	40	Quirk Volkswagen NH	Manchester, NH	1,013
	20	South Motor Co. of Dade County	Miami, FL	1,215				
	21	Sunnyvale Volkswagen	Sunnyvale, CA	1,215				

Top 10 Sales Index

Rank	Dealership	Location	Sales Index %	Rank	Dealership	Location	Sales Index %	
Platinum	1	Volkswagen of Rome	Rome, NY	257.3	1	YBH Sales & Service	Edgemont, PA	180.6
	2	Eich Motor Company	Saint Cloud, MN	210.3	2	Hatfield Volkswagen	Columbus, OH	157.1
	3	Bommarito Volkswagen	Hazelwood, MO	196.6	3	Balise Volkswagen	La Vista, NE	149.2
	4	Gorman-McCracken Volkswagen	Longview, TX	187.9	4	Jennings Volkswagen	Glensview, IL	146.6
	5	Carter Volkswagen	Seattle, WA	185.5	5	Performance Volkswagen	La Vista, NE	140.5