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Volkswagen Group China contracts Real Brand & Business to develop a Olympic retail merchandise and brand experience feasibility study for its business in China.

Volkswagen Group China and its Chinese joint ventures, Shanghai Volkswagen and FAW-Volkswagen are the leading automotive Group in China. In June 2004, the Volkswagen brand was appointed the Official Automobile Partner of the 2008 Olympic Games, and the Audi brand, was appointed as the Official Premium Car for the Beijing Games, have called upon the expertise of Sydney-based brand consultancy, Real Brand & Business.

"We are pleased to be working with Real Brand & Business to conduct a feasibility study for a retail merchandise and brand experience initiative aimed at developing new ways for Chinese customers to experience the Volkswagen and Audi brands in association with our sponsorship of the 2008 Beijing Olympic Games," says Anthony Laver, Director of Olympic Marketing at Volkswagen Group China.

Real Brand & Business, which specializes in strategic brand development and brand extensions, has a proven track record of setting up successful brand-building programs for many Fortune 500 companies.

Real Brand & Business also has significant experience with the Olympic movement having developed the consumer merchandising programs for the past three Olympic Games, Sydney 2000, Salt Lake 2002 and Athens 2004.

Volkswagen Group China has now commissioned Real Brand & Business to produce a feasibility study for a Beijing Olympic retail and interactive environment suited for integration into the existing and expansive infrastructure of the Volkswagen and Audi business in China.

"There is an opportunity to create an environment that captures the emotion, excitement and pride Chinese consumers have for the Beijing 2008 Olympic Games and links this to the passion, quality and automotive excellence Volkswagen and Audi bring to the market via our extensive range of automobiles" says Laver.

For Real Brand & Business, this commission has fast tracked the opening of the company's Beijing office and the appointment of a local team to support the Volkswagen Group China's Olympic retail merchandise and brand experience initiative.

"We are thrilled to be working on this exciting feasibility study that looks to bring innovative ways to integrate a new retail experience with the Olympic brand essence and the Volkswagen and Audi brands through grassroots retail touch points, delivering a new retail based brand experience. This is a truly unique opportunity for Volkswagen Group China to leverage the significant sponsorship of the Beijing 2008 Olympic Games, the most anticipated games in history." Said Virginia Bruce, CEO of Real Brand & Business.

The first phase of the feasibility study is expected to be completed by the end of first quarter 2006 and forms part of Volkswagen Group China's commitment to bring the 2008 Olympic Games to the people of China.

For further information on Real Brand & Business please contact Paul Morgan, Strategic Business Development on (02) 9357 3770 or email on paul.morgan@realbrandandbusiness.com