



Volkswagen



PRESS RELEASE

Official Opening of Volkswagen Showroom & Service Centre in Yangon, Myanmar

Leading German car brand now available in Myanmar

Yangon, Myanmar, 30 January 2020 – Yoma German Motors Ltd, (“YGM”) a proud subsidiary of Yoma Strategic Holdings Ltd. (“Yoma Strategic”) today announced the official opening of Yangon’s first Volkswagen Showroom and Service Centre. Located on Yangon’s Waizayandar Street in South Oakkalapa Township, (at the corner of Yadanar Street), the facility also boasts a fully equipped Volkswagen approved 4S showroom and service centre.

YGM is the authorised and sole Myanmar distributor of Volkswagen and has been importing and selling the passenger vehicles in the country since June 2019. With the official opening of the new showroom and service centre, YGM plans to introduce passenger vehicle segments that are best suited for the Myanmar market. Currently, Volkswagen Myanmar has a 4S dealership in Yangon, and a 3S dealership in Mandalay.

Mr. Dominique Lejeune, Brand Director at YGM said, “It has been a long road in getting to this official opening which makes it all the more exciting. Our sales and service staff have been well trained to offer our customers only the best service. This coupled with the exciting range of motor cars that we will be retailing in the short term as well as in the future, constitutes towards the integral ingredients for a successful dealership.” Mr. Lejeune has been in the automotive industry for almost 40 years in South Africa as well as the United Kingdom, and brings with him the necessary experience to bring Volkswagen Myanmar to an international standard.

Founded in Wolfsburg, Germany in 1937, Volkswagen has been one of the top selling motor vehicle brands in the world. The essence of German engineering, passion, safety and quality are the very foundation in the making of every Volkswagen motor car, wherever they are made in the world. The Volkswagen Group operates 122 production plants in 20 European countries and a further 11 countries in the Americas, Asia and Africa. The Volkswagen Group sells its vehicles in 153 countries.

Volkswagen vehicles are sold in Myanmar with a two-year manufacturer’s warranty or 100,000 km, whichever is the earlier. The fully equipped, Volkswagen approved service centres are there to ensure that Volkswagen car owners have complete peace of mind when bringing their cars in for services or repairs because the centres are not only staffed with Volkswagen-trained technicians, but are also equipped with computerised links to VW’s headquarters in Germany for accurate diagnostics. Volkswagen Myanmar also only fits genuine parts, so that each Volkswagen, remains a genuine Volkswagen. Hire purchase agreements through the country’s popular financial institutions are also available for the financing of the full range of vehicles, allowing buyers affordable instalments for their new Volkswagen motor vehicle.

Volkswagen fanatics will also be given the opportunity to expand on their passion for the brand through an official collection of Volkswagen apparel and accessories which are available in the showrooms and will be made available online in the near future.



Volkswagen

End.



About Yoma German Motors Ltd.

Yoma German Motors Ltd is a deemed subsidiary of the Singapore Stock Exchange listed company, Yoma Strategic Holdings Ltd., and currently offers Volkswagen passenger vehicles, apparel and accessories in Myanmar with after sales services.

For more information at www.volkswagen.com.mm

About Volkswagen AG

Volkswagen AG, known internationally as the Volkswagen Group, is a German multinational automotive manufacturing company headquartered in Wolfsburg, Germany. It designs, manufactures and distributes 12 brands of passenger and commercial vehicles, motorcycles, engines, and turbomachinery, and offers related services including financing, leasing and fleet management. One of its leading brands in the portfolio is the Volkswagen brand.

For more information at www.volkswagenag.com

About Volkswagen Brand

The Volkswagen brand is one of the world's most successful volume carmakers. The Group's core brand maintains facilities in 14 countries, where it produces vehicles for customers in more than 150 nations. The Volkswagen Passenger Cars vision is "Moving people and driving them forwards". The "TRANSFORM 2025+" strategy therefore centres on a global model initiative through which the brand aims to lead innovation, technology and quality in the volume segment.

For more information at www.vw.com

About Yoma Strategic Holdings Ltd. (www.yomastrategic.com)

Listed on the Main Board of the Singapore Securities Exchange Trading Limited (SGX-ST), Yoma Strategic Holdings Ltd. is a leading business corporation with a diversified portfolio of businesses in Real Estate, Consumer, Automotive & Heavy Equipment, Financial Services and Investments in Myanmar. Together with its Yoma Group partners, Yoma Strategic is taking a conglomerate approach to build a diversified portfolio of businesses in Myanmar. The Company was ranked in the top 5% of the Governance and Transparency Index 2019, ranked 26th out of top 100 largest Singapore companies in the ASEAN Corporate Governance Scorecard 2017 and won the Best Managed Board (Gold) Award at the Singapore Corporate Awards in 2016.

For more information at www.yomastrategic.com

For Media enquiries, please contact:

Yangon:

Angus Pyae Sone Lynn, Tel: 09765603704, Email: angus@volkswagen.com.mm

Mandalay:

Ye Htun Tint, Tel: 09765603714, Email: yehtuntint@volkswagen.com.mm