



PRESS RELEASE

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"VOLKSWAGEN STARTKLAR" IS ONLINE

THE RELAUNCH OF THE ONLINE PLATFORM FOR YOUNG ADULTS "VOLKSWAGEN STARTKLAR" IS ONLINE. IN COLLABORATION WITH THE VOLKSWAGEN MULTIMEDIACENTRUM MOCCU HAS DEVELOPED THE NEW WEBSITE CONCEPT AND DESIGN.

It is one of the most important things when growing up: finally being allowed to drive a car. Volkswagen wants to help get young drivers prepared for this step. With the new online platform teenagers and young adults get to know the world of driving in a target group-oriented way: How do I find an affordable car? Which financing option is the right one? And what about those first aid lessons?

Clearly, the Volkswagen car models are presented in an impressive and modern way since the carmaker wants to introduce the young target group to the brand. With a fully Flash-based website, animations and videos the web platform provides information on topics like new cars, motor sports, environment, apprenticeships and driver's licence. The Volkswagen cooperation partners are integrated in a clever way: In the category "Financing" the user finds out which loan the Volkswagen-Bank offers for the new Scirocco. And the program "Look around" shows all apprenticeship positions with Volkswagen Partners – from automobile sales management assistant to paint technician.

Moccu has been working with the car manufacturer for more than two years: For the Berlin showroom at Potsdamer Platz Moccu developed a concept and produced the multimedia installation of the new car models. From webcam-operated games, infotainment applications and interactive terminals to a changing exhibition design and different events – the branded experience was received so well that it earned Moccu and Volkswagen the iF communication design award.

Moccu is an interactive creative agency based in Berlin with an office in Vienna. Since 2000 Moccu has planned, designed and produced interactive communication of visual and technical excellence. References include communication solutions, brand experiences and websites for companies like Canon, L'Oréal, Dior, Vodafone and the WWF.

www.volkswagen-startklar.de

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