



Volkswagen Canada Named a Founding Partner of Canadian Premier League

Multi-year deal will have carmaker focus on broad support from coast-to-coast

Toronto, ON – (January 29, 2019) - The Canadian Premier League (CPL) is pleased to announce a dynamic new partnership with Volkswagen Canada. One of Canada's favourite automotive brands will be one of CPL's founding partners that includes official jersey sponsorship of a CPL club.

As a founding partner, Volkswagen will receive national promotional and media assets across the Canadian Premier League and all of its seven clubs – HFX Wanderers FC, York9 FC, Forge FC, Valour FC, FC Edmonton, Cavalry FC and Pacific FC.

The partnership was negotiated by Canadian Soccer Business (CSB) on behalf of the Canadian Premier League. The multi-year deal will allow Volkswagen to uniquely connect with Canada's growing nation of soccer supporters at all levels. This ranges from integration with community grassroots programs through their local dealerships, direct promotions and campaigns via the CPL club app, Centre Circle, to national exposure through the Canadian Premier League and its clubs.

"Volkswagen is a world-renowned brand and we are thrilled to welcome them to the Canadian Premier League family as a founding partner with exclusive automotive sponsor rights. Volkswagen Canada President and CEO, Daniel Weissland and their passionate team fully understand the vision for our league and the impact of joining us at the ground level and helping to shape this exciting new era for Canada's beautiful game," said David Clanachan, Commissioner, Canadian Premier League.

"Soccer is more than just a game; it helps make up a community. At Volkswagen, we feel this partnership is a perfect way to help connect communities throughout Canada. We could not be prouder to be a part of this exciting new league," said Weissland.

-30-

About the Canadian Premier League

Canadian Premier League (CPL) is Canada's professional men's soccer league set to debut in Spring 2019. Playing in world-class and unique venues, and partnering with strong community-led ownership groups, the CPL is a league for Canadians by Canadians that will bring professional soccer to communities coast-to-coast.

About Volkswagen Canada:

Founded in 1952, Volkswagen Canada is headquartered in Ajax, Ontario. It is the largest volume European automotive nameplate in Canada, and sells the Golf, Golf SportWagen, Golf GTI, Golf R, e-Golf, Beetle, Jetta, Passat, Tiguan, and Atlas through 142 independent Canadian Dealers. It forms part of Volkswagen Group Canada Inc., a subsidiary of Volkswagen AG headquartered in Wolfsburg, Germany.

Volkswagen is one of the world's largest producers of passenger cars and is Europe's largest automaker. Visit Volkswagen Canada online at www.VW.ca

Contacts:

Micki Benedetti
Canadian Premier League
905-466-2575
micki.benedetti@canpl.ca

Thomas Tetzlaff
Volkswagen Canada
905-428-5858
thomas.tetzlaff@vw.ca