

## Press Information

8 November 2019

### **Pierre Boutin Named CEO of Volkswagen Group Canada**

- Joins Canadian group from Volkswagen France
- Succeeds Daniel Weissland, who took over Audi of America

Volkswagen Group Canada Inc.  
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Ajax, ON L1S 7G7

Ajax – Volkswagen Group Canada is proud to announce that Mr. Pierre Boutin will be joining the group effective January 1 as Managing Director and President & Chief Executive Officer, and the Head of Volkswagen Brand in Canada.



Pierre joins Volkswagen Group Canada from France where he has been serving as Head of Volkswagen since November 2017 leading the organization to its best performance in 7 years. Prior to this role, Pierre was Head of Volkswagen Russia where he led the brand through its most severe crisis securing brand viability and future investments.

Pierre has extensive international experience in both European and North American markets as well as in Sales, Marketing and General Management.

„It is a tremendous opportunity to be coming back home to lead the transformation of our company with such a talented and dedicated Team,“ stated Boutin. „The Canadian automotive landscape is rapidly changing, and the Volkswagen Group is looking to play a bigger part.“

Pierre is a Canadian citizen who speaks English and French. He holds a Bachelor of Commerce degree with a specialization in Marketing from Université Laval.

Pierre succeeds Daniel Weissland, who left the Canadian operation in September to take on the role of President of Audi of America.

### **About Volkswagen Group Canada**

Volkswagen Canada, founded in 1952, along with Audi Canada, Lamborghini Canada and Ducati Canada make up Volkswagen Group Canada Inc., a subsidiary of Volkswagen AG headquartered in Wolfsburg, Germany, one of the world's largest producers of passenger cars.

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