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Volkswagen Canada
777 Bayly Street West
Ajax, ON L1S 7G7

Volksgiving honours outstanding volunteers

Last year, Volkswagen Canada launched its “Volksgiving” customer appreciation initiative, surprising and delighting select loyal customers across the nation with gifts ranging from free service appointments to family trips to exotic locations.

This year, the spirit of Volksgiving was the impetus behind a country-wide search for “unsung heroes”...Volkswagen owners that went over-and-above in the field of volunteerism.

After pouring over 1,300 extraordinary applications, fourteen outstanding Canadians were chosen to take part in two special events to be held in Toronto and Montreal. They came from all over the country, and when each emerged from their chauffeur-driven Tiguan, they were met with an evening beyond their wildest imagination.

The “Volksgiving Team” had, unbeknownst to the guests, worked with their “plus-ones” to craft a unique and memorable experience for each and every attendee. The culinary masterpieces served these evenings were just the start, as Volkswagen went on to provide charitable donations to each volunteer’s organization, enough to elicit both cheers and tears from the volunteers...but that wasn’t all.

A custom-designed “thank you gift” was also personalized to each recipient, allowing them to take “bucket list trips” or complete experiences they had long since forgotten about.

What started out as a “thank you dinner” quickly became so much more for everyone involved. Hosts and guests alike shared laughs, tears and formed friendships defined by the spirit of “doing good”.

Volksgiving began as a concept to reward some of the company’s most loyal customers. This year, it became so more than that. By honouring individuals that have given so much of themselves to such worthy causes, the company

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hopes to build upon their spirit, and spread the goodness of these volunteers from coast-to-coast.

Plans are already underway for an even bigger and better Volksgiving in 2020!

https://youtu.be/WU_sXNXQgoc

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, Arteon, Passat, Tiguan, and Atlas through 143 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
