Citi Mk1 and Goodbye Citi Tour

Dealer Adnews
2 November 2009
Introduction

There comes a time in every legend’s career when it must retire. For Volkswagen’s iconic hatchback, the Citi, this is that time. Having provided 25 years of loyal service and colourful motoring, the Citi is now retiring. But like most legends, it’s not going to leave without a proper farewell. So, in celebration of this occasion, Volkswagen South Africa is launching the Citi Mk1 – a limited edition of 1,000 vehicles based on the Golf 1. Volkswagen will also be embarking on a countrywide campaign to say goodbye to this legend of South African roads.

The Citi Mk1 and Citi Salute campaigns will run concurrently and compliment each other in a grand final chapter of Citi’s product life.

This Adnews Bulletin outlines these two campaigns and provides the timing of their various elements. We trust that Dealers will participate in this unique marketing campaign and leverage it in their own customer initiatives.
Citi Mk1: Allocation Strategy

- Volkswagen produced 1,000 limited edition Citi Mk1 vehicles.

- The last two were both black and numbered 001.
  - One was sent to the Volkswagen AG museum for posterity.
  - One will be displayed at the AutoPavilion in Uitenhage.

- There will be an online auction for Citi Mk1 003. All proceeds will go to charity.
  - **Timing:** 3 – 23 November

- Citi Mk1 004 has been painted red and will be presented to Avis to commemorate the large number of Citi’s this rental giant has purchased over the years.
  - **Timing:** January 2010

- The Citi Mk1 001 that will be displayed in the AutoPavilion will be used for the Citi Salute victory lap (the ‘Goodbye Citi Tour’).
  - **Timing:** 12 – 22 November

- The balance of the numbers have been allocated to the Dealer Network randomly through the usual allocation process
  - **Timing:** Wholesale 23 October, Retail 3 November
Citi Mk1: Marketing Objectives

The marketing objectives of the Citi Mk1 launch are to:

• Introduce the Citi Mk1 as the final special edition Citi in South Africa, and the last Golf Mark 1 in the world.

• Support Citi Mk1 retail through a focused marketing effort.

• Provide Dealers with Point of Sale to promote the Citi Mk1 on the showroom floor.

• Promote the online auction of the Citi Mk1 (car number 003) for charity.
Citi Mk1: Product Information

- The last 1000 Mk1’s
- A collector’s item
- Cool retro styling combined with modern features
- The new Citi Mk1. Drive the legend.
Citi Mk1: Product Information

Range features

All models come with a 3-year / 120 000km warranty and a 3-year anti-corrosion warranty.

- 74kW 1.6i engine
- 15” 6-spoke alloy wheels
- Lowered suspension
- Black and Shadow Blue metallic exterior colours.
- Chrome surround on front grille
- Upper side-stripes and ‘GT’ stripes in brushed aluminium
- Exterior decals depicting Mk1 logo
- Twin exhaust (polished tailpipe)
- Tinted glass all around
- Darkened tail-lights
- Golf ball gear-knob
- 3-spoke leather covered sports steering-wheel with airbag
- Sport seats in partial leather with red stitching
- Silver foot pedals
- Silver sill plates
- Radio/CD player
- Front floor mats with MK1 logo and red stitching
- Red highlight on safety belts
- Unique unit numbering on exterior side decal and plaque on dashboard.

Optional
- Volkswagen AutoMotion Service Plan
- Volkswagen AutoMotion Maintenance Plan

<table>
<thead>
<tr>
<th>Power: 74kW at 5,400rpm</th>
<th>Torque: 140Nm at 4,400rpm</th>
<th>Maximum speed: 180km/h</th>
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<tbody>
<tr>
<td>0 – 60km/h: 4.3 seconds</td>
<td>0 – 100km/h: 9.7 seconds</td>
<td>Fuel consumption: 7.8 litres (combined cycle)</td>
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Citi Mk1: Campaign Elements

- Radio advertisement to promote traffic to the Dealerships
- Dealer Advertisements
- Point of Sale material includes a leaflet, poster and hanging banner
- Product information on the Volkswagen corporate website
- Banner on the home page of the Volkswagen corporate website
- Link to the Mk1 information from the Goodbye Citi website (Citi Salute)
- Link to the Mk1 information from social networking site profiles (Citi Salute)
- Online Charity Auction
Citi Mk1: Radio

Script:

“After 25 years in South Africa, the legendary Volkswagen Citi is retiring. In celebration, we’re launching 1,000 limited edition, individually numbered Citi Mk1’s. Visit vw.co.za or your nearest Volkswagen Dealer for more information. Citi Mk1. Own the legend.”

Timing:

4 – 21 November
Citi Mk1: Leaflet

Citi Mk1

The original Golf Mk1 is back! And it's better than ever. To build farewell to the Citi, Volkswagen presents the last 1000 Mk1 Golfs ever produced in the world. Individually numbered, the Citi Mk1 represents the end of a 25-year line of Citi models. And with so much history behind them, these special edition vehicles are more than a classic; they're a collector's item. Modern Citi features combine with cool retro styling to give the new Citi Mk1 all the character of its predecessor. So if you loved the original Citi Mk1, you'll fall in love all over again. The new Citi Mk1; drive the legend.

Range features

All models come with a 5-year / 120,000 km warranty and a 3-year unlimited warranty.

- 1.6L 8-valve engine
- 13" 5-spoke alloy wheels
- Bi-color door panels
- Black and Silverline Black mats & exterior sill plates
- Chrome-covered rear grill
- Upper side stripes and LED brake lights
- Optional
  - Front spoiler with MK1 logo
  - Rear spoiler with MK1 logo
  - Additional wheel trims
  - Sports seats in carbon-fiber
  - Sports exhaust system
  - Leather-covered steering wheel
  - Leather dashboard
  - Leather-covered interior

Citi Mk1

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<th>Engine</th>
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<td>Cylinders</td>
<td>4</td>
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<td>Capacity (cc)</td>
<td>1598</td>
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<td>Horsepower (bhp) at 5000rpm</td>
<td>140 @ 5400</td>
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<tr>
<td>Torque (Nm)</td>
<td>20 @ 4000</td>
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Performance

- 0-60 mph (seconds): 8.9
- 0-100 km/h (seconds): 11.7
- Max speed (mph): 130

Fuel Consumption (l/100km)*

- Combined: 5.8
- Urban: 6.1
- Extra urban: 5.5

All vehicles come with a warranty. All features, specifications and prices subject to change without notice. Fuel consumption figures calculated according to EU Directive 93/116/ ec. även ECE 93/116/EC. Manual transmission models available in manual, steering, airbags, and adaptive cruise control.

Visit a dealer or www.volkswagen.co.uk/uk. November 2020.
Citi Mk1: Poster and Hanging Banner

Drive the Legend. Citi Mk1.

Das Auto.
Citi Mk1: Dealer Advertisement

The original Golf Mk1 is back. And it’s better than ever.

To bid farewell to the Citi, Volkswagen presents the last 1,000 Mk1 Golfs ever produced in the world. Individually numbered, the Citi Mk1 represents the end of a 25-year line of Citi models. And with so much history behind them these special edition vehicles are more than a classic, they’re a collector’s item. Visit Hometown Motors to book a test drive.

- Includes Volkswagen’s 3-year / 120,000km warranty and 5-year anti-corrosion warranty.
- AutoMotion Service or Maintenance Plan available in 30,000km intervals, up to 180,000km.

Drive the legend. Citi Mk1

Hometown Motors
123 Main Street, Hometown. Tel (000) 123 4567
www.hometownmotors.com
Citi Mk1: Online Charity Auction

- Online auction for Citi Mk1 number 003 on bidorbuy.co.za.
  - Proceeds to the Ubuntu Education Fund based in Zwide, PE that cares for 40,000 orphaned and vulnerable children.
  - 100% of the selling price will be donated.

- There will be a dedicated webpage on bidorbuy.co.za for the Citi Mk1
  - No reserve - Opening bid: R1
  - Minimum bid increment of R100

- The auction will be open to both South African and international bidders
  - Bids and payment will be accepted in ZAR only
  - The car will be delivered to an address in South Africa

- Volkswagen Germany has been briefed on the Citi Mk1 strategy and auction so that other countries will be able to participate in the auction.

- The auction webpage will be linked to all online activation activities around the Citi Salute campaign

- Prospect data from the auction and the online activation activities will be captured for future Volkswagen CRM campaigns
### Citi Mk1: Campaign Timing

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Citi Salute: Marketing Objectives

The marketing objectives of the Citi Salute are to:

• Provide the South African public with an opportunity to salute the Citi brand and acknowledge 25 years of proud motoring in South Africa.

• Promote the online auction of the Citi Mk1 for charity.

• Increase exposure of Citi Mk1 during the campaign to promote retail.

• Material to be utilised in a nostalgic and emotional television commercial
  – To be flighted in January 2010.
Citi Salute: Campaign Rationale

- A victory lap with a Citi Mk1 will take place around South Africa in order to give all South Africans a chance to say Goodbye to Citi.

- At events in towns and cities along the way the public will sign their name or a message on the body of the Mk1, just like a farewell card.

- The lap will circle through the major cities and will start and finish in Uitenhage at the Volkswagen AutoPavilion.

- The victory lap and events will be filmed and the footage will be edited into one last, epic farewell: a Citi farewell television commercial (January 2010).

- This will be a proud brand-building moment for Volkswagen and a fitting tribute to a motoring legend.

- Timing of Victory Lap: 12 – 22 November

- Flighting of the television commercial: January 2010
Citi Salute: Campaign Elements

- Road trip (‘Goodbye Citi Tour’) and event signings
- Radio advertisement to promote the victory lap
- Dedicated Goodbye Citi website with daily content updates
- Profiles on Facebook, YouTube, Flickr and Twitter with contributions from the public and content updates daily
- Take over of background branding on Volkswagen corporate website
- Online banners on various news and interest websites
- PR activities by Ogilvy and Volkswagen South Africa
- CRM campaign to include emailers and SMS's
Citi Salute: Radio

Script:

“After 25 years in South Africa, the legendary Volkswagen Citi is retiring. But it’s not gonna leave without giving you a chance to say goodbye. Find out when the countrywide Goodbye Citi Tour will be in your area so you can sign your name on one of the last Citi’s ever produced. You might also be filmed to appear in the last Citi TV commercial. If you can’t make it to the farewell tour, post your messages on our Facebook, Twitter and YouTube Pages, or visit goodbyeciti.co.za for more info.”

Timing:

9 - 22 November
Citi Salute: Route

Start: 12 November
Depart from: Uitenhage
Duration: +/- 11 days
Major cities: Uitenhage Durban Pretoria Johannesburg Bloemfontein Cape Town
Smaller towns: Grahamstown Margate Bethlehem De Aar George Jeffrey’s Bay
Terminates in: Uitenhage
End date: 22 November
Citi Salute: Online Activation

- Goodbye Citi Tour will be publicized on goodbye.citi.co.za.
- Citi fans will see the route and the details of signing events.
- Videos, photographs and short stories from each day of the Tour will be posted on the website.
- Links to online auction, Citi Mk1 product information and all social networking profiles from this website.
## Citi Salute: Campaign Timing

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Closing

Beyond offering thousands of South Africans an affordable solution to their mobility, the Citi brand has contributed hugely to the component industry and after-sales market in South Africa, even past the Volkswagen Dealer Network.

“It is impossible to estimate just how much money the Citi brand has put into the South African economy over its illustrious life, suffice to say that it must be a significant figure. Citi has also left an intangible mark on South Africa. It’s been a part of the last 25 years in South African history.”

– Bill Stephens, General Manager Communications, Volkswagen South Africa.

And now, as we open the final chapter on this legend’s career, we look back with affection, and we look forward to giving it the farewell it deserves.

Thank you to the Dealers for the years of support for this proudly South African brand. We trust that the Citi Mk1 and Citi Salute campaigns will provide ample leveraging opportunities for Dealers in their retail and CRM initiatives.