



23 June 2020

## Volkswagen Launches Official Store on Shopee with Irresistible 7.7 Deals

- Part of Volkswagen's 'digital first' initiative for its customers.
- Customers pay RM199 for rewards worth up to RM14,819.
- Seven lucky winners will win RM700 Shopee voucher.

**KUALA LUMPUR** – Volkswagen Passenger Cars Malaysia (VPCM) continues to drive its online brand presence by launching an official store on Shopee, the leading online shopping platform in Southeast Asia. And in conjunction with the coming 7.7 Mid-Year Sale, the brand is offering exclusive deals for cars booked via Shopee from the 23<sup>rd</sup> June till 7<sup>th</sup> July 2020.

Customers need only pay RM199 to be entitled to rewards ranging from RM4,279 up to RM14,819, depending on respective models. This includes exclusive online deals and savings, free home delivery within a 20km radius from your preferred dealership, free deep sanitization package worth up to RM150, and a free Volkswagen LEGO camper worth RM499. Seven lucky customers who purchase a Volkswagen between 23<sup>rd</sup> June to 7<sup>th</sup> July 2020 will also stand a chance to win RM700 Shopee voucher.

The collaboration between Volkswagen and Shopee chimes with Volkswagen's new brand design principle of 'digital-first'. As Malaysians embrace the new normal, e-commerce platforms like Shopee, together with Volkswagen's own eShowroom are key points of contact for new and existing customers, playing a key role in their shopping and purchase decisions. The Volkswagen store on Shopee will feature the complete line-up of models, providing a convenient alternative to those in the market for a new car.

Erik Winter, Managing Director of VPCM said the move to Shopee is a way for the brand to optimise its services on digital applications while offering the best deals and convenience when it comes to buying a Volkswagen. "We have achieved great success with our digital and e-commerce initiatives and being present on Shopee was the next natural step for us. This partnership with Shopee leverages on their digital expertise and platform to connect with our customers whilst offering them irresistible deals in conjunction with Shopee's 7.7 Mid-Year Sale."

### Press contact

Yani Fadzil  
Senior Manager, VPCM  
Tel: 012 – 212 8977  
E: [yani.fadzil@vw.com.my](mailto:yani.fadzil@vw.com.my)

Dawn Ling  
Manager, VPCM  
Tel: 012 – 474 3007  
E: [dawn.ling@vw.com.my](mailto:dawn.ling@vw.com.my)



More under  
[www.volkswagen.com.my](http://www.volkswagen.com.my)  
[www.volkswagen-newsroom.com](http://www.volkswagen-newsroom.com)



Ian Ho, Regional Managing Director of Shopee added, "We are pleased to be a part of this partnership with one of the biggest motoring brands in the world. It comes just at the right time following the recent announcement by the Government on the sales tax exemption on imported and locally assembled cars. This piece of good news paired together with the attractive deals by Volkswagen on its store on Shopee is not to be missed. We look forward to strategic partnerships such as this one with Volkswagen which provides an avenue for brands to go online for the benefit of Malaysians as we begin on this journey to recovery."

To book your Volkswagen on Shopee store, visit [shopee.com.my/volkswagen.os](https://shopee.com.my/volkswagen.os)

###

### **Editor's Note**

Terms and conditions apply.

### **About VPCM**

Volkswagen Passenger Cars Malaysia (VPCM) is the official distributor of Volkswagen cars in Malaysia. With long-term business aspirations in the region VPCM's primary focus is on sales strategies through future products, strengthening the Volkswagen dealer network and service and parts availability. VPCM is managed by European automotive retail specialist, Porsche Holding Salzburg, is one of the largest and most successful automotive distributors in Europe. The Salzburg-based company was founded in 1947 and operates today in 26 markets in Western- and South-eastern Europe, China, and in Colombia and Chile in South America.

### **About Shopee**

Shopee is the leading e-commerce platform in Southeast Asia and Taiwan. It was launched in 7 markets in 2015 to connect consumers, sellers, and businesses in the region. Shopee offers an easy, secure, and engaging experience that is enjoyed by millions of people daily. It offers a wide product assortment, supported by integrated payments and logistics, as well as popular entertainment features tailored for each market. Shopee is also a key contributor to the region's digital economy with a firm commitment to helping brands and entrepreneurs succeed in e-commerce. Shopee is a part of Sea Limited (NYSE:SE), a leading global consumer internet company. In addition to Shopee, Sea's other core businesses include its digital entertainment arm, Garena, and digital financial services arm, SeaMoney. Sea's mission is to better the lives of consumers and small businesses with technology.