

VW Group Forum at Koelnmesse

Showcasing superb examples of automotive mobility

New VW fleet presented in all its glory at the Cologne trade fair grounds

The future of the automobile was on display for three whole days in the North Boulevard and part of the North Halls at the Koelnmesse trade fair centre where, from 7 to 9 June, the VW Group presented its new fleet of cars to its major European customers. The prestigious information event was made particularly attractive by the location of Cologne's North Halls.

Wide, well-lit passages with polished paintwork glistening in the soft backlighting. A good 25 cars stand gleaming on the bright marble floor, a scene similar to that of a luxury car dealership. However, this was no car dealership but rather Koelnmesse's North Boulevard where, from 7 to 9 June 2010, Europe's largest car manufacturer was hosting its VW Group Forum for top company managers. Approximately 100 representatives from major and direct customers with a fleet of at least 200 cars came, saw and marvelled every day at the new models from VW, Skoda, Seat and Audi, as well as Scania and VW Commercial Vehicles. Not forgetting the impressive selection of racers. The "premium showroom" in the boulevard of Koelnmesse – of course, accompanied by top-class catering – was only one part of the event. A fascinating presentation of automotive technology also took place in a section of Hall 8, where features of the new vehicles were explained using a massive screen above the stage and the cars themselves were brought in to demonstrate the high technology in greater detail.

"The initiative to host the event here came from both sides", explains Sandra Ort, Managing Director of Koelnmesse Ausstellungen GmbH. "The agency Success Partners was looking for a new, impressive location for this prestigious event and we suggested the grounds of Koelnmesse as the perfect, flexible location which boasted a comprehensive vehicle fleet management system." The impressive North Entrance couldn't have been better suited, in terms of logistics and customer impact, for displaying the gleaming saloon and sports cars ready to be taken for an afternoon test drive by VW's invited guests. Off-road fans had the chance over the three days to test the new SUVs and four-by-fours in the Bergisches Land region of North Rhine-Westphalia as far as Ehreshoven Castle.

"Both the agency and the VW Group were delighted with the success of the event", said KMA's Managing Director, "and we were once again able to showcase the trade fair as a location with almost unlimited possibilities for any type of event!"

Looks to have been a classic win-win situation...