

# Volkswagen India inaugurates two new touchpoints in Uttar Pradesh

The three car display at Volkswagen Bareilly and Volkswagen Lucknow Alambagh will showcase India's safest portfolio of cars that includes the 5-star GNCAP-rated Volkswagen Virtus and Taigun and its flagship SUVW, Volkswagen Tiguan at the respective showrooms, the company said.



Viraj Das, Dealer Principal will be leading a team of 27 members whereas Shubham Gupta, Dealer Principal at Volkswagen Bareilly, will be driving a team of 25 members who will be interacting with existing and prospective customers across the sales & service touchpoints.

New Delhi: Volkswagen Passenger Cars India Thursday inaugurated two touchpoints in the state of Uttar Pradesh, as the brand continues to expand its footprint across the country.

Enhancing its presence in Uttar Pradesh, Volkswagen India builds on its commitment to increasing accessibility of safe, German-engineered and fun-to-drive cars, with a network strength of nine sales and eight service touchpoints in the region, the company said in a release.

Ashish Gupta, Brand Director of Volkswagen Passenger Cars India, said, "We are delighted to announce the inauguration of two dealerships in Uttar Pradesh. This expansion reaffirms our dedication towards enhancing accessibility for customers in every region of the country. We've seen growing demand for German-Engineered, Safe and Premium mobility solutions in Uttar Pradesh, a state that continues to bolster its position as a growing commercial centre for India."

"The new facilities will bring Volkswagen cars and a suite of world-class service offerings closer to discerning customers in the heartland of India," Gupta added.

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Offering customers a hassle-free and enhanced ownership experience, the new service touchpoint in Bareilly has been equipped with seven service bays catering to vehicle maintenance and repair. Taking convenience a notch above, customers can opt for Express Service along with door-to-door service via Volkswagen Assistance and Mobile Service Unit that are available in the city of Bareilly and Lucknow, the company added.