

Volkswagen launches environmental initiative in China

Before this year's Shanghai Motor Show, Volkswagen announced a huge boost in its Chinese investment - a total of €9.8bn has been promised by 2015. Of this sum, two thirds will be invested in "highly efficient products and resource-conserving production."

Chairman of the Board of Management, Martin Winterkorn said "we will be launching the largest investment program in China's automotive history." Green initiatives include producing electrified vehicles by 2014/2015, further reducing the fuel consumption of the Chinese VW fleet - by 11 percent before 2016 - and reducing the energy and water usage in paint shops (by 70% and 90% respectively).

More details on the investment are available here https://www.volkswagen-media-services.com/medias_publish/ms/content/en/pressemitteilungen/2013/04/19/volkswagen_group_launches.standard.gid-oeffentlichkeit.html

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