

VOLKSWAGEN

GROUP OF AMERICA

SUPPLIER DIVERSITY INITIATIVE

- Ensures supplier base is reflective of the customers and the markets served
- Forge long-term relationships with diverse suppliers to benefit the brand, customers and community

DIVERSITY VISION

- Values and respects the contributions of men and women of all backgrounds
- Embraces diversity of thought as a critical factor in its future success
- Substantially reflects the diverse populations of the U.S. and Canada

THE ROAD TO CHATTANOOGA

- New production facility in Chattanooga, TN
- \$1 billion investment
- 1,350-acre site
- Providing 2,000 jobs
- Capable of producing 150,000 automobiles annually
- Goal production in early 2011

SUPPLIER DIVERSITY OUTREACH PROGRAM

GOALS

- Educate existing Volkswagen suppliers about Supplier Diversity
- Assist Volkswagen with philanthropic outreach
- Reach out and identify “ready now” minority certified supplier to be included in the building of the Chattanooga plant in all phases of construction
- Assisting suppliers through the certification process
- Use of Tennessee certified suppliers
- Development of strategic alliance and/or joint venture among TN suppliers
- Development of strategic alliances and/or joint ventures where voids exist with suppliers from Georgia, Alabama, AR/MS and Louisiana
- Maintain internal database of all Volkswagen suppliers

OUTREACH TARGETS

- Suppliers and minority owned businesses associated with any of the following organizations:
- Tennessee Minority Supplier Development Council (certification organization)
 - NMSDC affiliated councils in GA, AL, AR/MS and LA
 - Black Chamber of Commerce
 - Hispanic Chamber of Commerce
 - Other Ethnic Chambers of Commerce
 - State Minority Politicians
 - Other organizations (as identified) associated with minorities in business

PHASE ONE: GENERAL EDUCATION

1) Tennessee

2) Georgia

3) Alabama

4) Arkansas/Mississippi

5) Louisiana