



“Manufacturing Opportunity”

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OUR INSPIRATION

Last May, during the Volkswagen wall raising ceremony, Quiana Group's CEO/Founder, April Q. Russell, experienced the anticipation of new opportunities in the Chattanooga community and realized what an amazing PR opportunity Volkswagen had.

This inspired us to make the sample videos that captured the spirit of opportunity in the Chattanooga community and peaked management's interest in exploring possibilities for a future campaign.

The "Manufacturing Opportunity" video resonated with Chattanooga and Volkswagen executives including Mr. Frank Fischer, Mr. Hans-Herbert Jagla, and Mr. Guenther Scherelis.

Since then, we have been working with interim teams to define a relationship and provide services. As requested, you will find our proposed campaign strategy outlined below.

HOW
THIS
WORK
WAS DONE

Together, a group of seasoned industry professionals collaborated their talents and experience to produce a multifaceted PR campaign.

We used proprietary processes to develop an innovative PR strategy for Volkswagen ensuring that the strategy can be successfully implemented and maintained. This involved a relentless examination of the company, its strengths, vulnerabilities and motivations.

CHATTANOOGA

BACKGROUND

Chattanooga, once a booming manufacturing center, has seen multiple factories close over the past several years. Volkswagen's investment in the community has come at an opportune time for displaced workers and represents a new era in the Chattanooga economy.

Although a new era, there are multiple needs for Volkswagen to become acclimated with American culture and build community support. Volkswagen can achieve these needs by clearly communicating to the community the "opportunity" message and the job and revenue "multiplier" effect.

This message should target specific community members and educate members of the community regarding opportunities inside and outside the walls of Volkswagen. By implementing young and fun community outreach efforts and viral campaigns, members of the community will have opportunities to share their personal story of opportunity.

SCOPE OF WORK

Quiana Group Inc. will collaborate with Volkswagen to scope, design, implement, monitor and manage a strategic Public Relations campaign for Volkswagen's Chattanooga plant. This campaign will increase awareness of Volkswagen's new plant related opportunities, integrate Volkswagen in the community/region and assure employees of their importance.

Quiana Group will support Volkswagen's plant launch by providing assistance on internal employee communications as well as strategic guidance on the following:

- **PUBLIC RELATIONS**
- **EMPLOYEE AND COMMUNITY EVENT PLANNING**
- **VIDEO CREATIVITY & PRODUCTION**
- **COMMUNITY OUTREACH PLANNING**
- **MEDIA PLACEMENT**
- **WEBSITE DEVELOPMENT**



Situation Analysis

Analysis

Volkswagen's new plant in Chattanooga means more jobs! Not just for the plant itself, but Volkswagen's investment in the Chattanooga community will serve as a jobs magnet, bringing thousands more auto-related and other jobs to Tennessee—a rare bright spot in this troubled economy.



- The goal of the Volkswagen Group is to triple sales in the U.S. by 2018
- The Chattanooga plant represents a major cornerstone for the Volkswagen Group to attain its growth targets.
- Production in Chattanooga will begin in 2011 with an annual capacity of 150,000 vehicles.
- The Chattanooga factory will build a new mid-size sedan specially designed for the North American market.
- Approximately 30 percent of these cars will be powered by Volkswagen's TDI Clean Diesel Technology.

CHALLENGES

Although there is a low threat of a competitive brand entering the market, there is potential for community backlash and ineffective communication.



Volkswagen must consider the following challenges:

- Due to the quick influx of employees, Volkswagen will have the task of assuring employees of their importance to the company.
- Factors such as infrastructure challenges including overcrowded schools, traffic influx, etc., will emerge and Volkswagen should ensure that the community is patient with these changes during the peak development year and launch year.
- There are concerns of perceived discrimination, unfairness, lack of minority involvement and discomfort with international influence from the community regarding Volkswagen.

Critical Issues

Our goal through our messaging is to more clearly communicate Volkswagen's communications strategy in the external environment and educate the community to avoid misperceptions about employment at Volkswagen.

Our campaign is designed to address the following critical issues:

- Reassure employees of their importance during hiring wave
- Convey benefits and opportunities for existing businesses resulting from Volkswagen's presence in the economy.
- Implement a community outreach program to allow for better integration of activities in the community and connect Volkswagen to each community in a personal way.
- Guard against community backlash by communicating with potential opponents including unsuccessful job applicants, competitive businesses, unfriendly politicians, government officials, community leaders and other opposition.
- Create referral resources for individuals who do not qualify for employment. Communicate how benefits affect everyone.
- Promote and communicate diversity.

Demographics

Chattanooga is surrounded by ten counties and three states which make up The Tri-State Valley, Volkswagen's area of primary influence. The secondary and tertiary communities are up to 300 miles from the plant:

Primary-Tri State Valley

TENNESSEE

- Hamilton
- Bradley
- Marion
- Rhea
- Sequatchie
- McMinn

GEORGIA

- Catoosa
- Dade
- Walker

ALABAMA

- Jackson

Secondary

TENNESSEE

- Oak Ridge
- Knoxville
- Nashville
- Madison
- Spring Hill

GEORGIA

- Atlanta
- Memphis

Tertiary

GEORGIA

- Macon

ALABAMA

- Fort Payne
- Vance
- Montgomery

CAROLINAS

- Greenville
- Columbia
- Winnsboro
- Asheville
- Charlotte
- Greensboro

KENTUCKY

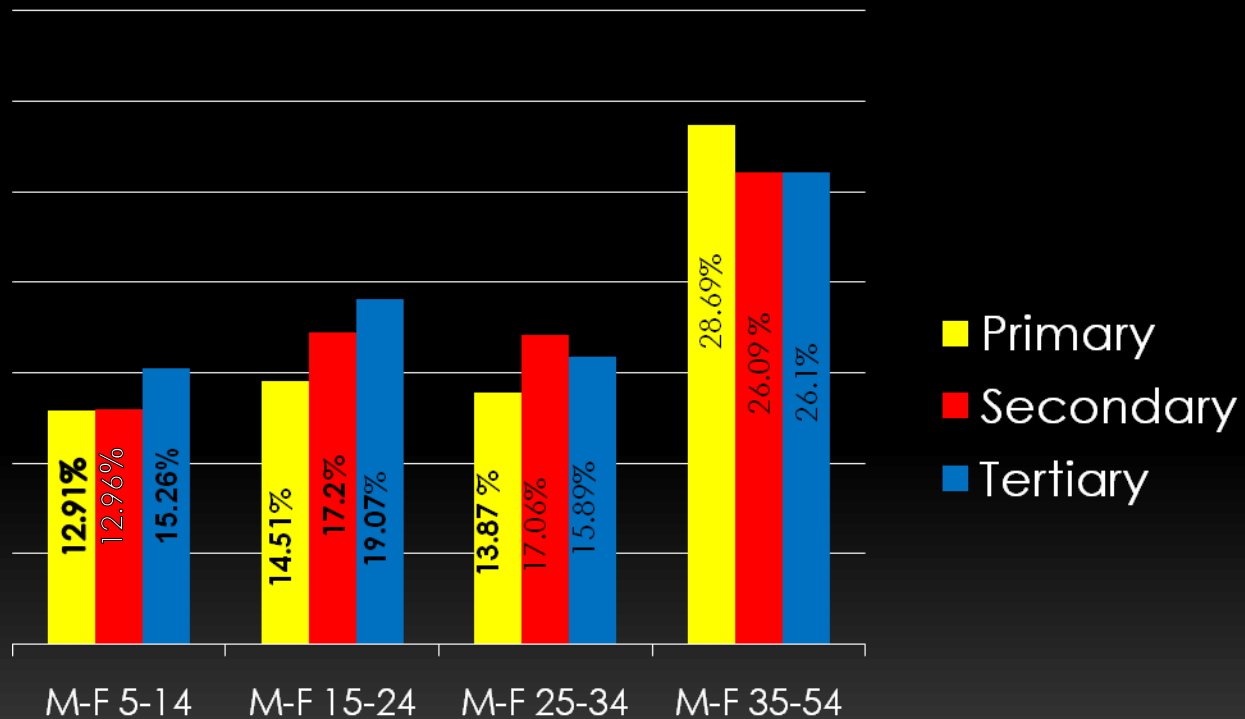
- Louisville
- Georgetown
- Bowling Green

MISSISSIPPI

- Oxford

GEOGRAPHICS

The primary audience include Males and Females 18-54.
Male and Females 35-54 make up approximately 29% of the population.



SWOT Summary

The following analysis highlights the internal strengths and weaknesses of Volkswagen's Chattanooga Plant and the opportunities and threats facing the company in its external environment.

The campaign's focus is to improve the areas of weakness, leverage organizational strengths in order to capitalize on external opportunities as they arise and formulate contingency plans to deal with threats presented by the environment.

SWOT MATRIX

STRENGTHS <ul style="list-style-type: none">• High brand awareness• Reputation for quality• Commitment to community, region and minority groups• Chattanooga's reputation for high quality of life• Chattanooga plant's state of the art workplace-green and well designed.• Highly skilled and diverse staff• Low external competition – other plants closing, few people hiring	WEAKNESSES <ul style="list-style-type: none">• Foreign company in a patriotic market• Potential internal lack of focus on strategic communications• Lack of experience in the region• Newness of employee hiring and training programs• Internal turnover• Resentment from rejected applicants• Misperception in the community regarding job requirements
OPPORTUNITIES <ul style="list-style-type: none">• Local, state and regional support for Volkswagen• Job and revenue multiplier effects• Huge interest in new plant can generate positive exposure as well as civic and business allies• New car being manufactured- potential for association with a successful model.• Community to bond with new North America car	THREATS <ul style="list-style-type: none">• Applicant and local business backlash• Budget cuts and competing messages make it harder to communicate to desired audiences• Gaps in local infrastructure may not facilitate fast growth• Culture clash• Unrealistic community expectations

The image features a large, stylized Volkswagen logo in the background. The logo is a circular emblem with a blue outer ring and a silver inner ring. The central part of the logo is a white 'V' over a 'W', with a blue background behind the letters. A white horizontal banner is superimposed over the center of the logo.

Campaign Strategy

Campaign Objectives

1. Keep Volkswagen employees, management and executives informed and assured of their importance.
2. Continue Volkswagen 's positive perception in the community/region and make people more aware of Volkswagen 's corporate responsibility and importance.
3. Extend Volkswagen 's overall brand goodwill with an emotional association of Volkswagen's American partnership.
4. Establish and make the Southeast region aware that Volkswagen is opening a plant in Chattanooga that will provide both direct and indirect opportunities in America.

PR Strategy

Our PR strategy goals are to communicate Volkswagen brand values, develop close working relationships within the walls of Volkswagen, position Volkswagen as part of the community and communicate the direct and indirect opportunities created by the opening and operating of the Volkswagen plant.

Strategy Pyramid

Our Strategy will focus the community's attention on Volkswagen as part of the community and part of the emerging direct and indirect opportunities. Within this strategy are three main points aimed at different market segments:

Strategy Pyramid Matrix

Internal

Employee Importance/Performance
Reinforcement

Employee Families

Informing New Hires

Community Outreach

Attention on the community and family

Small business owners

Volkswagen part of young American
culture

National Awareness

Plant visibility to North America general
population

Online community

Political and Government Officials

Messaging

It is critical to the success of Volkswagen in Chattanooga that it embraces the community and experiences the passion, pride, personality and human connection. It will not become accepted in the region through jobs alone.

“Building a plant and providing jobs doesn't make you a good corporate neighbor. You have to become part of the community. You have to respect and protect the environment. You have to help nurture the next generation.”
-Stephan Jacoby, President and CEO of Volkswagen Group of America

Our messaging will reflect the high standard that Volkswagen wants to be associated with. Volkswagen will need this message to be heard, seen and most importantly felt throughout the community.



Creative Campaign



COMES **ALIVE**
IN THE **HEART** OF THE
COMMUNITY

Creative Campaign



We have developed three categories for activation of The “Manufacturing Opportunity” campaign. These are the principles by which the campaign is organized and externalized to the community. To realize the strategic platform, Volkswagen must fiercely commit to these categories-it must support, defend, advocate, fund and execute them.

1. “THIS IS MY CHATTANOOGA”
2. “MANUFACTURING OPPORTUNITY”
3. “MADE IN AMERICA”

“This is My Chattanooga”



“This is My Chattanooga” represents the transformation of the relationship between Volkswagen and the Chattanooga community. Volkswagen will tell and facilitate the telling of stories, celebrate success and give a voice to the community that creates unmatched credibility. “This is My Chattanooga” is born within the walls of Volkswagen. It is the moment when the power of the company is focused on the employee’s own communities .

“This is My Chattanooga” INTERNAL Campaign



Volkswagen has to become a great company to work for. Even more important, Volkswagen has to become a great **American** company to work for.

This internal campaign will define and establish Volkswagen employee culture and will allow Volkswagen to create its legacy from the inside. Through the internal campaign, managers and employees will become emotionally committed to the company and the opportunities.



“Manufacturing Opportunity”

“Manufacturing Opportunity” represents a shift from focusing solely on the opportunities in Chattanooga to broader focus on the multiplier effect including the intangible benefits received throughout the region.

“Manufacturing Opportunity” is an immaculate reflection of the communities’ passion, priorities and how new opportunities will make a better world for them.



“Manufacturing Opportunity” COMMUNITY OUTREACH



It will be important to spend extra time at ground zero in each community to ensure that we keep our "opportunities" message in front of the community. With past outreach, Volkswagen has missed big opportunities to create an emotional association between Volkswagen and the community and spread the word to a bigger audience.

This campaign will provide the community with the tools needed to understand the vast amounts of opportunity, promote positive images of the community and the meaning of family. Volkswagen will give the community a reason to believe and members of the community will return the support given by Volkswagen.



“Manufacturing Opportunity” Investing in the Future



Volkswagen will continue to champion the cause of education through its philanthropic efforts with “Partners in Education”. Volkswagen will promote the benefits of higher education by playing an active role in local schools and Universities.

This includes identifying and supporting collegiate organizations which make a difference through opportunity, environmental consciousness, diversity and positive change.





BE ABOUT IT!

OPPORTUNITY
ENVIRONMENT
CHANGE

“Be About It!” is a fun, hip and cool bus tour! This is based on meeting M-F ages 8-24 where they really live-metaphorically and literally. This can only be done with constant direct involvement. The bus tour portion of the campaign will allow Volkswagen to learn things that only the community knows and gain a reputation of authority, authenticity and accessibility.

“Be About It!” celebrates young organizations/activists who mirror the pillars Volkswagen stands for: opportunity, environmental consciousness and positive change.

“Be About It!” will place Volkswagen directly in the hearts of youth. It is here where Volkswagen will make its strongest connection to American Culture!

“Made in America”

National Awareness/American Emotional Attachment



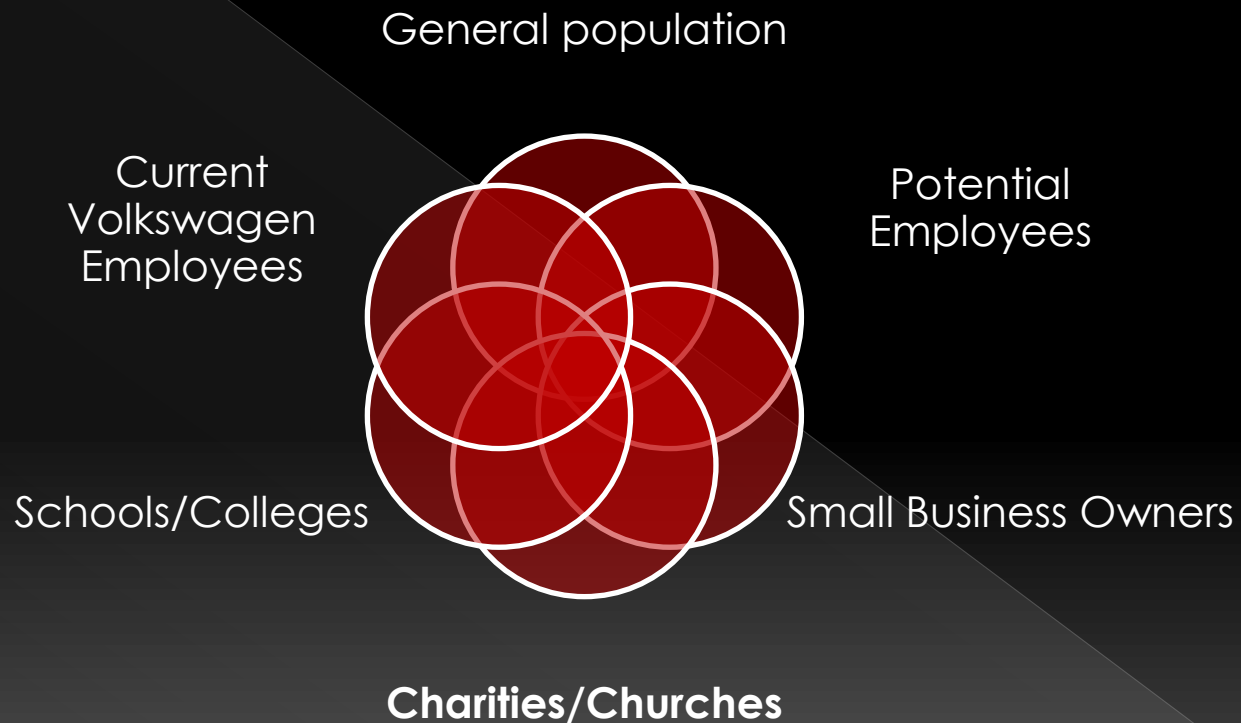
The unnamed midsize sedan designed especially for the North American Market is symbolic of the experience of Volkswagen’s re-entry into the United States. Volkswagen will embrace the community with a sense of ownership of the North American car by allowing consumers to share and participate in Volkswagen’s experience. The community becomes emotionally attached to the car and the relationship between North America and Volkswagen becomes not only an intimate, value based relationship but also allows for national participation.



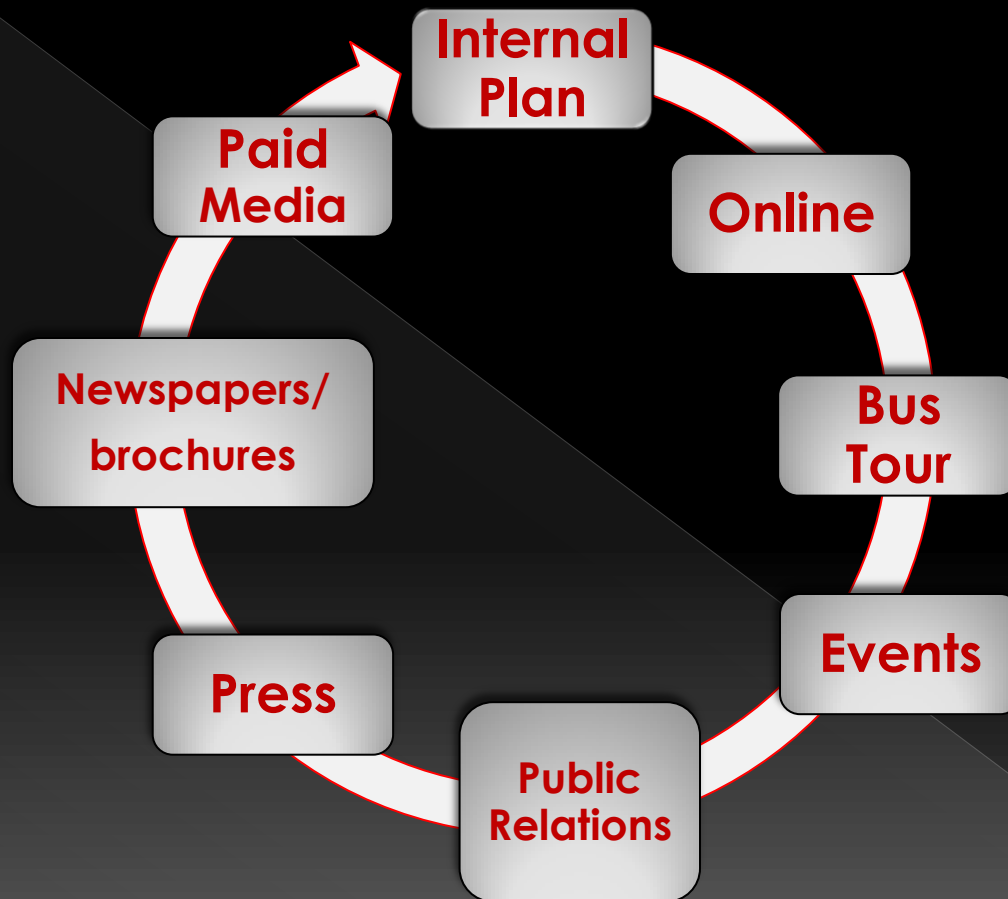


Market Mix

Market Mix



Market Communications



Market Communications

Press-

Media attention, press releases and write ups around contributing and supporting charities.

Bus tour-

Discover , recognize, and connect with the young future of the community

Community events-

Volkswagen bridges the gap with the community by blending German passion with a little “down south” summertime fun.

Brochures and pamphlets-

Quick resource material with information about opportunities, requirements and “facts and myths” for employment at Volkswagen Chattanooga Plant. Information for subcontractors. FAQ's

Public Relations -

PR activities will play an important role in the marketing mix, presenting Volkswagen as a supportive member of the community and participating in significant local events .This will enable Volkswagen to build long-term relationships within the local community and generate high levels of corporate interaction with the population.

Micro site-

Allows for questions and comments regarding Volkswagen Plant information online

Involves the National community through initiating viral campaigns to be a part of the process of developing the North American mid-size sedan

Media Placement

Working Media Group will conduct and provide an in depth analysis of weighted demographics and goals and will deliver a detailed report of suggested apportioning of the budget across flights regions and media outlets, to most effectively deliver the message and support the campaign goals.

Television-

Reaches 98% of the audience. It's effective due to its broad demographics and coverage.

Local Newspapers/Local magazines-

Provides a high level of credibility. It is targeted at older affluent, better educated audience. Key media for reaching influencers and business owners

Radio-

Considered the “warmest” of all media as it is viewed as lifestyle choice. Highly localized and is particularly well suited for promotions and driving attendance at events as the advertiser can tie into the listenership with endorsements and other station promotions.



Website

www.Volkswagenjobschattanooga.com

Web Plan

Volkswagen's website is already up and running, but needs to be revamped to give it an updated look and feel of the "Manufacturing Opportunity" campaign. The content is good -- it just needs a little refreshing. Our suggestion is a Volkswagen micro-site .

Volkswagen WEB needs:

- New home page design and navigation specifically for the PR campaign
- Ability to upload and play full screen, high resolution, full motion video
- Printable brochures regarding Volkswagen's general info and qualifications should be accessible
- Index social sites such as Twitter, Facebook, LinkedIn, etc.

Volkswagen “Manufacturing Opportunity” Social Networking Site

The premise of the new Volkswagen website, will provide an original, private and secured forum for Volkswagen’s target audience!

The site will provide the end-user with the following:

- “Sociable” functionality
- Account and profile creation
- Photo / video / media uploading and sharing
- Streaming audio and video
- Public and private messaging, and micro-blogging



According to StatBrain.com, Volkswagen of Chattanooga’s website (www.Volkswagenjobschattanooga.com) receives no less than 1,055 visitors a day. Through launching this new website, it is our goal to raise this number significantly. We will do this by including rich advertisements, new media, and links that will redirect end-users back to Volkswagen’s Chattanooga Plant home/landing page.

Social Site Development Requirements

- **Server-side technology**
- **Determine a URL / Name for the new website, and decide how it should be hosted**
- **An accurate Terms of Use and Privacy Policy**
- **A SSL Certificate**
- **A staff or team of designers and developers, webmaster / admin to oversee the site**



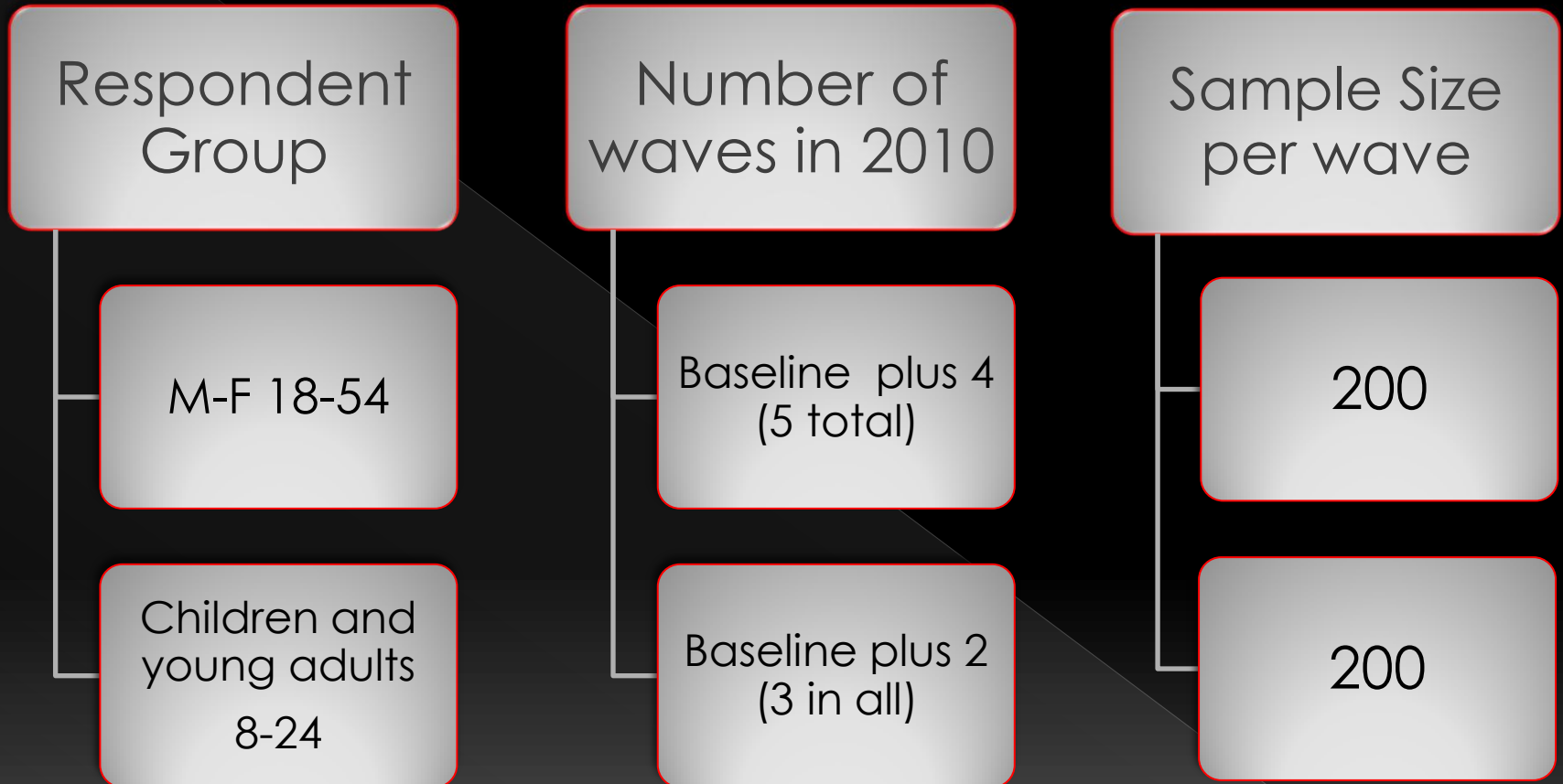
Monitoring

Monitoring Techniques

- Quarterly evaluations, and monitoring reporting will be conducted via online data collection using a Research Marketing Company.
- Research will include programming, hosting, data collection and provision of data tabulations.
- The questionnaire will be 15 minutes in length and is expected to include metrics such as the following:

- Screener
- Brand awareness
- Campaign awareness
- Brand Image Attribute battery
- Demographics

PR Evaluation Studies



The image features a large, stylized Volkswagen logo in the background. The logo is a circular emblem with a blue outer ring and a silver inner ring. The central part of the logo is a white 'V' stacked on top of a white 'W', both set against a blue background. A white horizontal banner is superimposed over the center of the logo, containing the text 'Campaign Components' in red.

Campaign Components

MAKING IT HAPPEN

The component charts describes the timeframe, activities and initiatives in the campaign that the organization expects to implement over two years in order to sustain positive community results for the long term.

In order to organize this work into manageable steps, a three-leg implementation plan was developed, outlining the specific tasks, time frame and cost for monitoring progress throughout the year.

This plan is intended to be used as a management tool and updated annually.

LEG 1 "THIS IS MY CHATTANOOGA" JANUARY 2010- JUNE 2010

COMPONENTS	QTY	MESSAGE	MARKET	INITIATIVE	MEDIA
"THIS IS MY CHATTANOOGA" EMPLOYEE CAMPAIGN KICK-OFF & Volkswagen ANNUAL "EMPLOYEE APPRECIATION COOKOUT"	2	EMPLOYEE AND FAMILY IMPORTANCE	PRIMARY	PLAN PROMOTE EXECUTE REPORT	PR
EMPLOYEE/REFERRAL PROGRAM	1	EMPLOYEE INCENTIVES, EMPLOYEE IMPORTANCE	PRIMARY	PLAN, PROMOTE EXECUTE, REPORT	Volkswagen WEB
"PASS IT ON " & "OPPORTUNITY HANDOUT" BROCHURE	2	OPPORTUNITY AWARENESS; INFORMATION REGARDING REQUIREMENTS & SKILLS NEEDED FOR EMPLOYMENT AT Volkswagen	PRIMARY	SCOPE DESIGN SCRIPT PRINT MONITOR	PRINT
"THIS IS MY CHATTANOOGA" EMPLOYEE WEBISODES	4	EMPLOYEE IMPORTANCE INSURED, KEEPING EMPLOYEES INFORMED	PRIMARY	SCOPE DESIGN SCRIPT REPRODUCTION POST DUB/DIST. MONITOR	Volkswagen INTRANET
"THIS IS MY CHATTANOOGA" :30 Spot	2	OPPORTUNITY BREWING IN CHATTANOOGA	PRIMARY	SCOPE DESIGN SCRIPT REPRODUCT POST DUB/DIST. MONITOR	TV
"THIS IS MY CHATTANOOGA" WEBISODES	2	OPPORTUNITY BREWING IN CHATTANOOGA	PRIMARY	SCOPE DESIGN SCRIPT REPRODUCT POST DUB/DIST. MONITOR	Volkswagen WEBSITE ONLINE
CONTEST	3	GO ONLINE TO NAME Volkswagen's AMERICAN SEDAN	PRIMARY	SCRIPT PRODUCE MONITOR	RADIO
Press Release	12 +	PUBLIC ANNOUNCEMENTS	PRIMARY / SECONDARY	SCRIPT, EXECUTE,	PR
Viral Campaign	1	COMMUNITY INVOLVEMENT WITH THE NAMING OF Volkswagen NEW MID SIZED SEDAN .	NATIONAL	IMPLEMENT UPDATE MONITOR	ONLINE
Social Media Sites	1	Volkswagen CHATT. PLANT EXPOSURE	NATIONAL	IMPLEMENT UPDATE MONITOR	ONLINE

LEG 2 “MANUFACTURING OPPORTUNITY” JULY 2010 - DECEMBER 2010

COMPONENTS	QTY	MESSAGE	MARKET	INITIATIVE	MEDIA
Volkswagen ANNUAL “EMPLOYEE HOLIDAY CELEBRATION ”	1	“EMPLOYEE AND FAMILY IMPORTANCE	PRIMARY	PLAN PROMOTE EXECUTE REPORT	PR
COMMUNITY EVENT	1	GOOD WILL	PRIMARY/ SECONDARY	PLAN PROMOTE EXECUTE REPORT	PR
“NEW EMPLOYEE WELCOME (N.E.W.) VIDEO”	1	BRIDGING THE GAPS OF CULTURE AND DISPLACEMENT ISSUES NEW BEGINNINGS AND INFORMS NEW HIRES OF THE INTERNAL OPPORTUNITIES & THEIR IMPORTANCE	PRIMARY/ SECONDARY	SCOPE DESIGN SCRIPT REPRODUCE POST DUB/DIST. MONITOR	VIDEO CLIP
"MANUFACTURING OPPORTUNITY" :30 SPOTS	3	DIRECT & INDIRECT OPPORTUNITIES	PRIMARY/ SECONDARY	SCOPE DESIGN SCRIPT REPRODUCE POST DUB/DIST. MONITOR	TV
"THIS IS MY CHATTANOOGA" WEBISODES	3	DIRECT & INDIRECT OPPORTUNITIES	PRIMARY/ SECONDARY	SCOPE DESIGN SCRIPT REPRODUCE POST DUB/DIST. MONITOR	Volkswagen WEB
CONTEST	3	VISITORS CENTER AWARENESS	PRIMARY/ SECONDARY	SCRIPT PRODUCE MONITOR	RADIO
BUS TOUR	1	Volkswagen A PART OF YOUNG AMERICAN CULTURE/ SUPPORTING OPPORTUNITY, ENVIRONMENTAL CONSCIOUSNESS, AND POSITIVE CHANGE	PRIMARY/ SECONDARY	PLAN, PROMOTE EXECUTE, REPORT	PR
OPPORTUNITY BROCHURE	1	DIRECT & INDIRECT OPPORTUNITIES	PRIMARY/ SECONDARY	SCOPE DESIGN SCRIPT PRINT MONITOR	PRINT
Press Release	12	PUBLIC ANNOUNCEMENTS	PRIMARY/ SECONDARY	SCRIPT, EXECUTE,	PR
Viral Campaign	1	VISITORS CENTER AWARENESS, COMMUNITIES CHANCE TO BE VISUALLY PART OF Volkswagen	NATIONAL	IMPLEMENT UPDATE MONITOR	ONLINE
Social Media Sites	2	Volkswagen CHATT. PLANT EXPOSURE	NATIONAL	IMPLEMENT UPDATE MONITOR	ONLINE

LEG 3 “MADE IN AMERICA”

JANUARY 2011 - DECEMBER 2011

COMPONENTS	QTY	MESSAGE	MARKET	INITIATIVE	MEDIA
Volkswagen ANNUAL “EMPLOYEE HOLIDAY CELEBRATION ” & Volkswagen ANNUAL “EMPLOYEE APPRECIATION COOKOUT”	2	“EMPLOYEE AND FAMILY IMPORTANCE	PRIMARY	PLAN PROMOTE EXECUTE REPORT	PR
COMMUNITY EVENTS	2	WELCOMES VISITORS, TO OPENING OF THE PLANT AND VISITORS CENTER,	PRIMARY, SECONDARY, TERTIARY	PLAN PROMOTE EXECUTE REPORT	PR
COMMERCIAL SPOTS	5	NEW PLANT, NEW CAR-AT HOME IN AMERICA	PRIMARY, SECONDARY, TERTIARY	SCOPE DESIGN SCRIPT REPRODUCE POST DUB/DIST. MONITOR	TV
WEBISODES	5	NEW PLANT, NEW CAR-AT HOME IN AMERICA	PRIMARY, SECONDARY, TERTIARY	SCOPE DESIGN SCRIPT REPRODUCE POST DUB/DIST. MONITOR	Volkswagen WEB
BORN IN AMERICA	TBD	NEW PLANT, NEW CAR-AT HOME IN AMERICA	PRIMARY, SECONDARY, TERTIARY	SCOPE DESIGN SCRIPT PRINT MONITOR	OUTDOOR
RADIO	6	NEW PLANT, NEW CAR-AT HOME IN AMERICA	PRIMARY, SECONDARY, TERTIARY	SCRIPT PRODUCE MONITOR	RADIO
ROAD SHOW	1	NEW CAR MADE IN AMERICA, Volkswagen PART OF AMERICAN CULTURE	PRIMARY, SECONDARY, TERTIARY	PLAN, PROMOTE EXECUTE, REPORT	PR
Press Release		PUBLIC ANNOUNCEMENTS	PRIMARY, SECONDARY, TERTIARY	SCRIPT, EXECUTE	PR
Viral Campaign	1	Volkswagen CHATT. PLANT EXPOSURE	NATIONAL	IMPLEMENT UPDATE MONITOR	ONLINE
Social Media Sites	1	Volkswagen CHATT. PLANT EXPOSURE	NATIONAL	IMPLEMENT UPDATE MONITOR	ONLINE



Budget

BUDGET

This is our suggested mix of components and implementation. Elements can be scaled up or back according to your specific needs and budget flow. Certain components (orientation video, research, media, etc) you may already have internal allocations for?

We are confident that we can find an agreeable plan. We have broken it down into 3 phases – Months 0-6, 7-12 and 13-24.

Going Live Timeline

Task	Activity	TIME FRAME	Status
1	PR Campaign Proposal	November 12	complete
2	Sign Letter of Engagement	November 23, 2009	
3	Commence PR Campaign	December 1, 2009	
4	Deliver Project Management and Configuration Plan	December 18, 2009	
5	BEGIN SCOPE HIGH LEVEL DESIGN	JANUARY 2011	



CONCLUSION

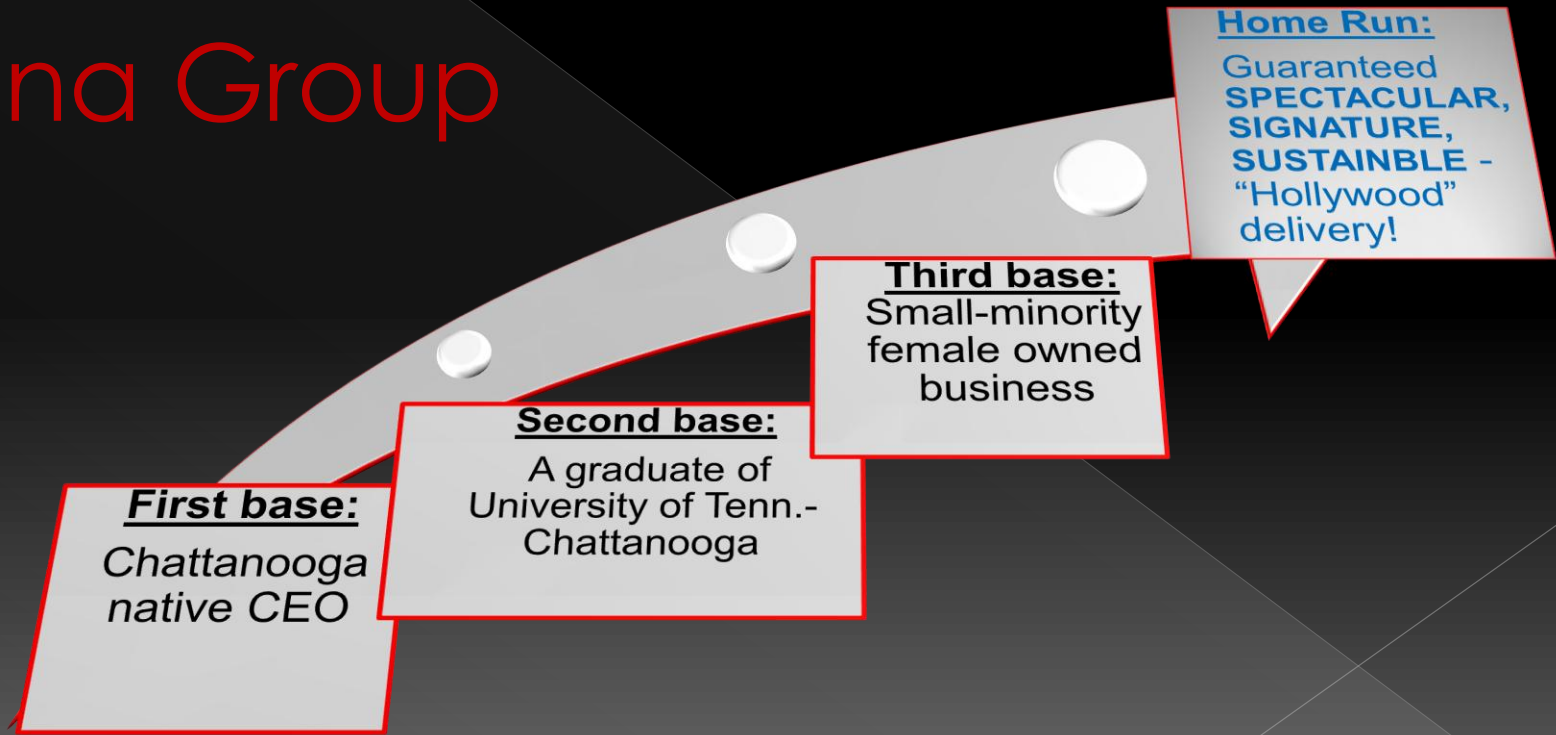
Volkswagen

HITS

A HOME RUN

with the

Quiana Group



Conclusion

The “Manufacturing Opportunity” message is far from trite. By choosing Quiana Group Inc. Volkswagen sets the tone and core example of the message. Volkswagen provides growth to a small minority business and the multiplier effect takes formation at that moment. Quiana Group will in return provide opportunities throughout the Southeast region through many of its strategic partnerships.

Quiana Group is honored and excited about the countless possibilities of collaborating with Volkswagen.

We look forward to engagement!

References

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Chattanooga Area Chamber of Commerce- Unemployment Rate Comparison: August 2009

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