

# News Release + Media Information



FOR IMMEDIATE RELEASE

Volkswagen Canada  
777 Bayly Street West  
Ajax, ON L1S 7G7

## *Volkswagen Canada Partners with JUNO Awards*

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### *Carmaker Supports Canadian Music Industry*

**AJAX, ON – February 2, 2016** — [Volkswagen Canada](#) has long been a supporter of great Canadian music, and this year is pleased to be recognized as the official automotive partner of the 2016 [JUNO](#) Awards.

Anticipation for the event kicks off today as nominees for this year's awards will be announced at the JUNO Nominee Press Conference in Toronto.

The celebration of Canadian music culminates during the week of March 28<sup>th</sup> as Calgary plays host to the 45<sup>th</sup> annual JUNO Awards, to be handed out on Sunday, April 3<sup>rd</sup> during a star-studded, nationally-televised event.

“One of the first things most people do in their cars is turn on the radio,” stated Peter Blackwell, Director of Marketing for Volkswagen Canada. “Volkswagen is keen to support the Canadian music industry, because it brings so much life to the drive.”

For 2016, the carmaker has introduced [“App-Connect”](#) on all of its models, allowing for seamless integration of compatible smartphones across Apple CarPlay®, Google Android Auto™ and MirrorLink®.

With the power of App-Connect, Volkswagen drivers can now access their music from multiple platforms at the touch of a button. Music and mobility are now in perfect harmony!

**About Volkswagen Canada:**

Founded in 1952, Volkswagen Canada is headquartered in Ajax, Ontario. It is the largest volume European automotive nameplate in Canada, and sells the Golf, Golf Sportwagon, Golf GTI, Golf R, Beetle, Jetta, Eos, Passat, CC, Tiguan, and Touareg through 137 independent Canadian Dealers. It forms part of Volkswagen Group Canada Inc., a subsidiary of Volkswagen AG headquartered in Wolfsburg, Germany.

Volkswagen is one of the world's largest producers of passenger cars and is Europe's largest automaker.

Visit Volkswagen Canada online at [Volkswagen.ca](http://Volkswagen.ca).

Volkswagen Canada  
Spokesperson: Thomas Tetzlaff  
Phone: 905-428-5858  
Email: [Thomas.Tetzlaff@VW.ca](mailto:Thomas.Tetzlaff@VW.ca)

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