

Published based on [Volkswagen Crowned Advertiser Of The Year](#)

Volkswagen Crowned Advertiser Of The Year



The quietest Golf we've ever made.

The new Golf. Sometimes the only one you have to beat is yourself.

Sound insulation. We don't talk about it much but we think about it all the time. That's why we've narrowed the gaps between panels to reduce noise in the interior. We've put special sound-dampening film in the windscreen and we've improved the aerodynamics. So whether you're wading through traffic or cruising through the countryside, the cabin in the new Golf is now a more peaceful place than it's ever been. And that's something we couldn't stay quiet about.



Das Auto.

The Cannes Lions International Advertising Festival has awarded Volkswagen the Advertiser of the Year award. The festival organisers give the award to advertisers that have distinguished themselves for inspiring innovative marketing of their products and who embrace and encourage the creative work produced by their agencies.



The Volkswagen Passat 2.0 Turbo out-sprints the BMW 525i, the Mercedes C230 and the Lexus IS 250 from 0 to 60 mph. It also boasts more torque, an intercooled turbocharger, a push-button ignition and available SIRIUS Satellite Radio. All for only \$23,180. So it probably shouldn't be surprising that when you get into a Volkswagen, it gets into you. **The Volkswagen Passat 2.0 Turbo. Who knew?**



Based on a comparison of 0-60 mph times for comparable equipped models. *Base MSRP for 2007 Passat with manual transmission. Passat shown with body kit, package 1 excluding SIRIUS Satellite Radio and optional 18" wheels, \$29,400. Prices exclude transportation, title, taxes, options and dealer charges. Actual price determined by Volkswagen dealer. ©2007 SIRIUS Satellite Radio, Inc. SIRIUS, the SIRIUS dog logo and "The Best Radio on Radio" are trademarks of SIRIUS Satellite Radio, Inc. ©2007 Volkswagen of America, Inc. (vw.com)

After winning its first Cannes Lion in 1961, Volkswagen ads have gone on to win nearly 150 Lions across all disciplines, including 2 Film Grand Prix, the first in the cinema category back in 1970 followed by the Launch II commercial in 1988; 2 Press Grand Prix, one in 1998 for a Beetle campaign and the other in 2004 for the Polo Cops ad; a Promo Grand Prix in 2006 and a Cyber Grand Prix, in the interactive category, also in 2006 for the GTI campaign.

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