

arvato services supports Volkswagen with the launch of the new Polo

Versmold / May 18, 2009 – Volkswagen is launching the new Polo at its dealers in Germany and its global subsidiaries and importers, and is being provided with logistics support by arvato services in the form of comprehensive launch management. The distribution solution, which has been jointly developed by arvato services and Volkswagen, makes it possible to supply all distribution channels with the necessary launch materials (marketing materials, workshop literature, on-board manuals etc.) according to demand, on time and in a cost-optimized way. This ensures that all information is available to the end customers and the VW dealer organization worldwide on the day of the launch.

At the start of the process, arvato services first of all determines the demand. This is then used as the basis for the next stage when the print batch sizes are optimized. After the production stage, arvato services coordinates the inbound traffic to its own central warehouse. There the various launch materials are bundled for each recipient in a cost-optimized way and made ready for dispatch. arvato services uses well-established transport management solutions to ensure that the materials arrive at their destination on time.

“Organizing the logistics for a launch is a highly complex task. Our customer benefits enormously from our many years of experience in this area,” says Boris Scholz, Manager of the Corporate Information Management division at arvato services. “2008 marked 40 years of our cooperation with Volkswagen. During this time we have developed sophisticated processes and tools that enable us to manage Volkswagen’s logistics procedures quickly and efficiently. Our experienced customer care teams know the processes and the parties involved. They create the interface and coordinate all of the processes so that everything runs smoothly. By doing this,

Press Release

Contact:
arvato AG
Corporate Communications
Carl-Bertelsmann-Straße 161
33311 Gütersloh / Germany
Fon + 49(0)52 41 – 80-3408
Fax + 49(0)52 41 – 80-3315

we can ensure that the required materials are available worldwide and across all distribution channels on the day of the launch.”

About arvato services:

The business segment corporate information management within of arvato services, a subsidiary of the international media and communication service provider arvato AG, is the leading specialist of solutions in the field of non-/digital information, marketing and merchandising logistics. International acting, this division offers services in the fields of publishing, content management solutions, crm, operations, marketing & sales support and supply chain management. For the implementation of effective solutions numerous sites in the most important economic areas of the world are available which are certificated according EN ISO 9001:2000.

Press Release

Contact:
arvato AG
Corporate Communications
Carl-Bertelsmann-Straße 161
33311 Gütersloh / Germany
Fon + 49(0)52 41 – 80-3408
Fax + 49(0)52 41 – 80-3315