
Media information

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Volkswagen Group strengthens leadership to advance NEW AUTO strategy in North America

- **Scott Keogh, President and CEO of Volkswagen Group of America, and CEO of Volkswagen North American Region, to become President and CEO of newly established company Scout**
- **Pablo Di Si, Executive Chairman of Volkswagen South American Region, appointed President and CEO of Volkswagen Group of America, and CEO of Volkswagen North American Region**
- **New leadership to accelerate Volkswagen Group's growth strategy in the U.S. with a portfolio of more than 25 EV models planned by 2030**
- **New independent company, Scout, with an iconic brand will launch all-electric pick-ups and rugged SUVs in the U.S. market**
- **Herbert Diess, CEO of Volkswagen Group: „Scott and Pablo have played key roles in turning around the businesses in North America and South America, respectively. In their future positions, they will be pivotal in seizing the historic market opportunities in the U.S., taking our growth strategy in the region to the next level.”**

Wolfsburg/Herndon, July 19, 2022 — Volkswagen Group is strengthening its U.S. leadership team to accelerate its ambitious growth strategy in North America. As part of its NEW AUTO strategy, the Group aims to leverage the transformation to electric vehicles (EVs) in the region with a broad product portfolio and the set-up of a new company to enter the all-electric pickup space. Scott Keogh, President and CEO of Volkswagen Group of America, has been appointed President and CEO of Scout, an independent company that is being established in the U.S. Pablo Di Si, Executive Chairman of Volkswagen South American Region, will assume leadership of Volkswagen Group of America, and CEO of Volkswagen North American Region. The leadership changes will take effect September 1.

Building on the EV momentum in the U.S., Volkswagen Group plans to roll out the broadest electrified portfolio in the North American market. By the decade's end, Volkswagen Group companies aim to offer more than 25 BEV models to American consumers. Volkswagen will soon start localized production of its all-electric ID.4¹ compact SUV in Chattanooga, which will help meet high customer demand in the market. In addition, the Group will build up dedicated EV capabilities in engineering, research and development, assembly, components production, and strong supplier partnerships.

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The market's transformation to EVs also provides a historic chance to enter the market for all-electric pickups. To that end, Volkswagen AG in May decided to set up a separate company, building on the iconic Scout brand, to develop and manufacture a "true American" electric rugged SUV and pickup-truck brand in the U.S. Entering the market will help Volkswagen AG to deliver on its growth ambitions aimed at doubling the market share of Group companies in the U.S.

„Scott Keogh and Pablo Di Si both have played key roles in turning around the businesses in their respective regions, North America and South America,“ said Volkswagen Group CEO Herbert Diess and added: „In their future positions, they will be pivotal in helping the Group seize the historic market opportunities in the U.S., taking our growth strategy in the region to the next level.“

Keogh will turn over his responsibilities for Volkswagen Group of America operations to senior management of Volkswagen Group of America in order to focus solely on the development of Scout. Di Si assumes his new role of President and CEO of Volkswagen Group of America, and CEO of Volkswagen North American Region, on September 1. His succession in Volkswagen South America will be announced in the near future.

As President and CEO of Volkswagen Group of America, Keogh led the company's return to profitability for the first time in years, helping dealers realize substantial profit growth while navigating COVID-19 and supply chain challenges. He's also been driving the Group's electric mobility push and has been instrumental in bringing the VW ID.4, ID. Buzz² and Audi e-tron to market in North America.

Di Si has led the company's return to profitability in the Latin America market for the first time in years, promoting the most significant launch of new products in its history tailored to the region's needs. He also led a restructuring focused on cultural transformation, creating new business models, accelerating digitalization, and improving client satisfaction. Volkswagen became the leader in the A0 SUV segment in Brazil, and the brand remains the largest producer and exporter of light vehicles in the country.

Scott Keogh has extensive experience in the automotive industry. He began his career in 1995 as general manager of marketing communications for Mercedes-Benz USA. Keogh joined the Volkswagen Group in 2006 as Chief Marketing Officer at Audi of America, Inc. In 2012, he assumed the role of President and CEO at Audi of America. Scott Keogh was appointed President and CEO of Volkswagen Group of America and Head of the Volkswagen Brand in North America in 2018. Keogh holds a B.A. Degree at Hobart and William Smith Colleges.

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Pablo Di Si began his career at Volkswagen Group in 2014 as President & CEO at Volkswagen Argentina and took over the position of President & CEO of Volkswagen Brazil and Latin America in 2017. Recently, he was appointed Executive Chairman of Volkswagen South American Region. Previously, he held key positions in finance and business development both in the U.S. and in Brazil with the Fiat Chrysler Group, Kimberly-Clark and Monsanto. A graduate of Harvard Business School, he holds a M.B.A in

International Management at the Thunderbird School of Management and a Degree in Accounting at the Northwestern University. Pablo also earned a B.A. in Business Administration with major in Finance at the Loyola University of Chicago.

¹ ID.4: Power consumption in kWh/100 km (NEDC): combined 14.8; CO₂ emissions in g/km: combined 0; Efficiency class: A+++.

² ID. Buzz Pro: Power consumption in kWh/100 km: combined 18.9 (NEDC); combined 21.7–20.6 (WLTP); CO₂ emissions combined in g/km: 0; efficiency class: A+++.



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About the Volkswagen Group:

The Volkswagen Group, with its headquarters in Wolfsburg, is one of the world's leading automobile manufacturers and the largest carmaker in Europe. The Group comprises ten core brands from seven European countries:

Volkswagen Passenger Cars, Audi, SEAT, Cupra, ŠKODA, Bentley, Lamborghini, Porsche, Ducati and Volkswagen Commercial Vehicles. The passenger car portfolio ranges from small cars all the way to luxury-class vehicles. Ducati offers motorcycles. In the light and heavy commercial vehicles sector, the products range from pick-ups to buses and heavy trucks. Every weekday, 672.800 employees around the globe are involved in vehicle-related services or work in other areas of business. The Volkswagen Group sells its vehicles in 153 countries.

In 2021, the total number of vehicles delivered to customers by the Group globally was 8.9 million (2020: 9.3 million). Group sales revenue in 2021 totaled EUR 250.2 billion (2020: EUR 222.9 billion). Earnings after tax in 2021 ended amounted to EUR 15.4 billion (2020: EUR 8.8 billion).
