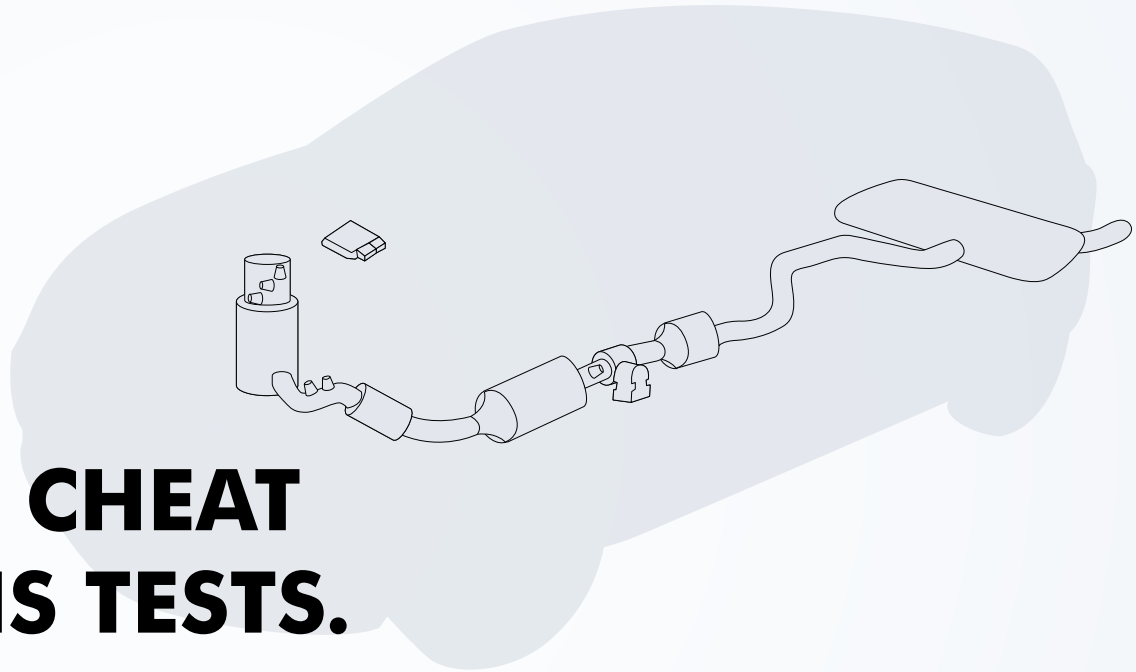


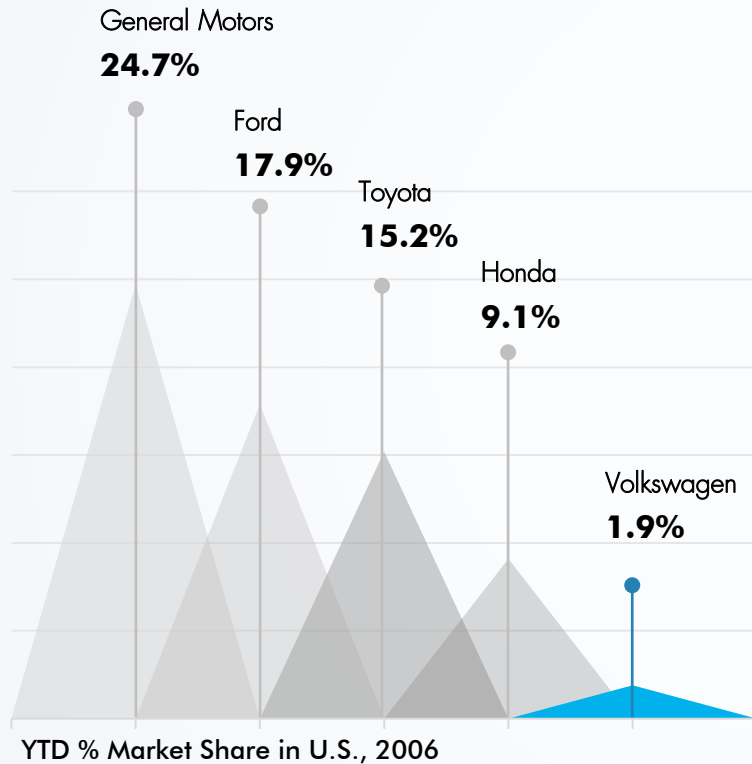
**Monkey business:**

# **HOW WE CAN CHEAT ON EMISSIONS TESTS.**



**Let's take our naive customers for a ride.**

**Volkswagen**  
2006



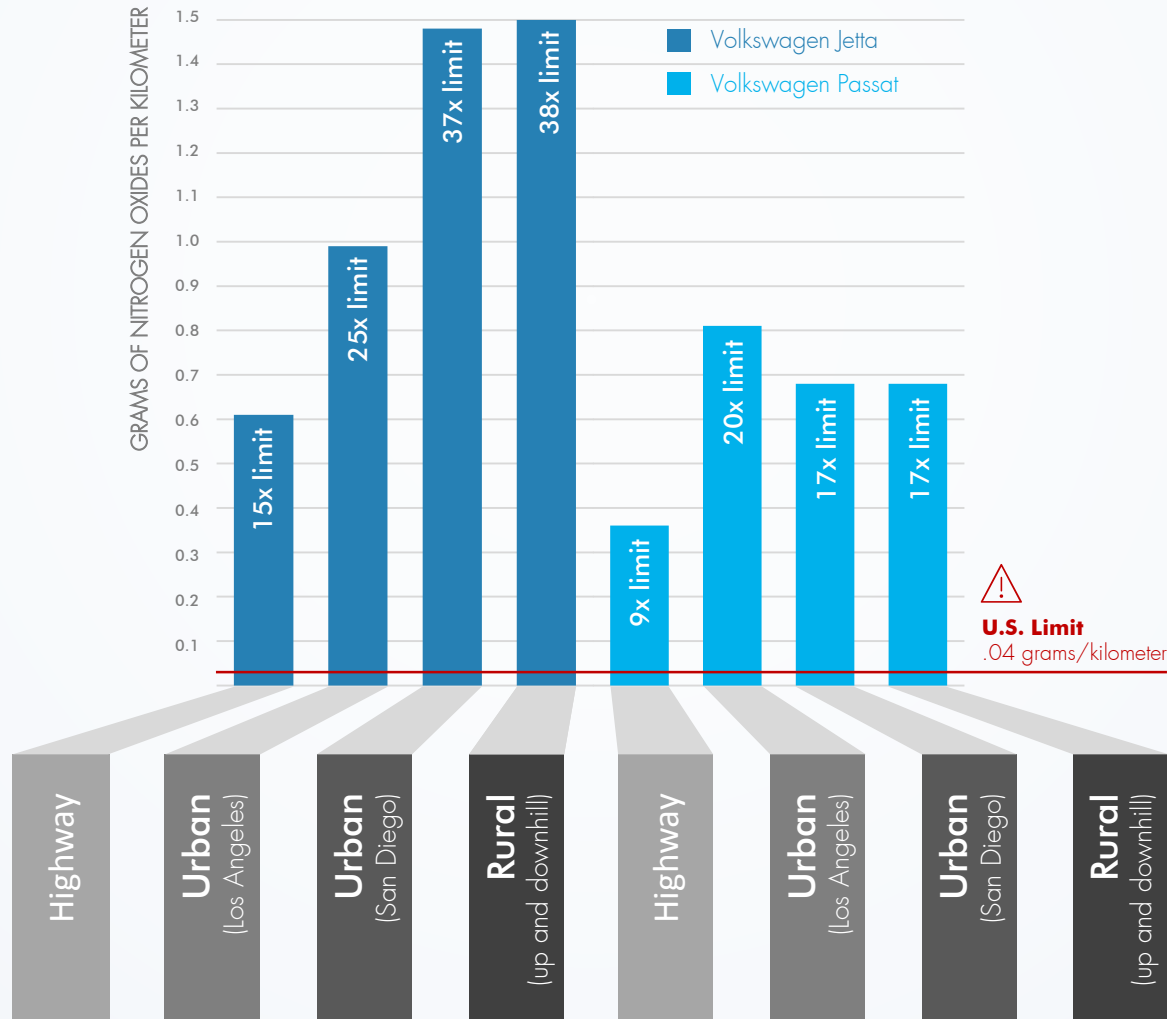
# Playing fair IS TOUGH.

Our competitors are eating oysters and drinking champagne while we're just nibbling on bratwurst.

# It's not a hardware problem, IT'S A SOFTWARE PROBLEM.

Making our cars more fuel efficient is hard. Getting some IT geeks to fake it is way easier.

### Average emissions of nitrogen oxides in on-road testing

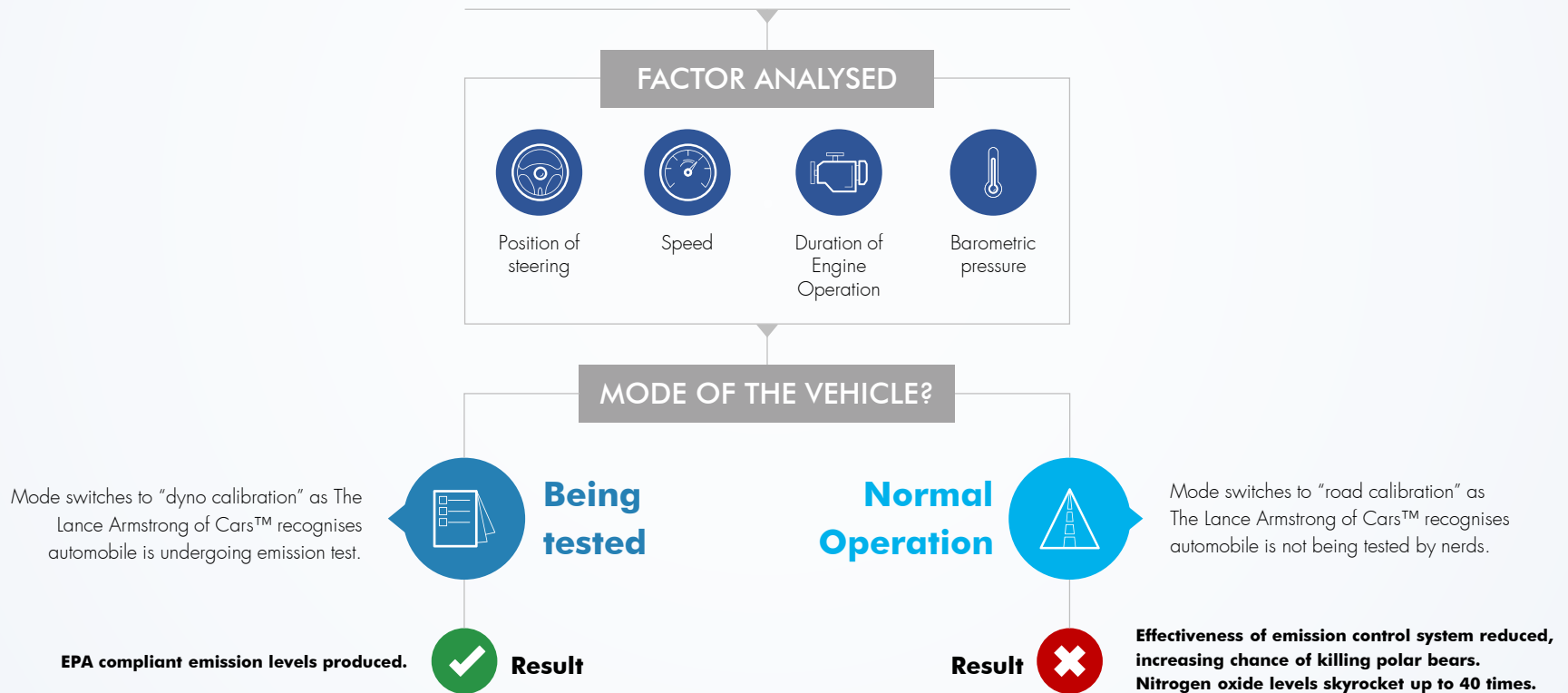


# Introducing: The Lance Armstrong of Cars™



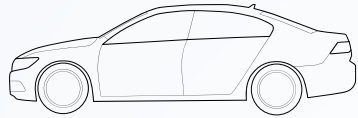
## The Lance Armstrong of Cars™

determines where the car is being driven (i.e. highway, road, testing) by analysing a series of factors.

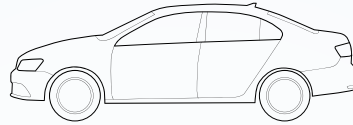




Actual Rat



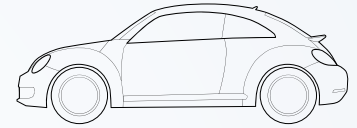
Volkswagen Passat



Volkswagen Jetta

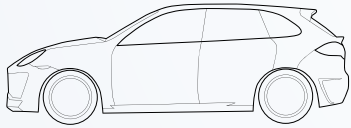


Actual Rat



Volkswagen Beetle

# THESE ARE THE POTENTIAL LAB RATS!



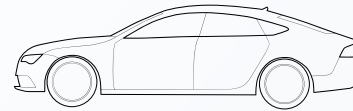
Porsche Cayenne



Actual Rat



Actual Rat



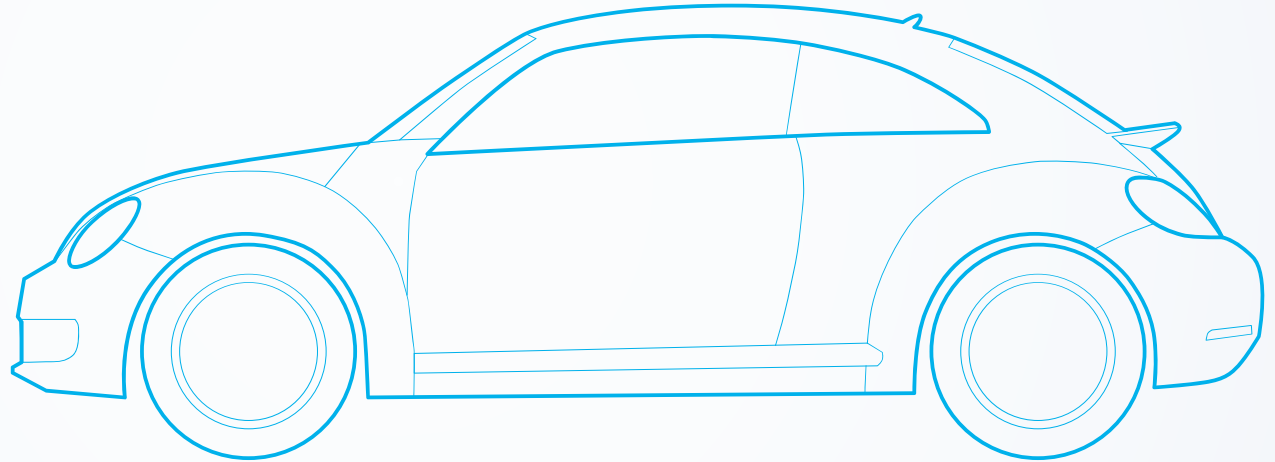
Audi A7 Quattro



Actual Rat

# THE MOST FUEL-EFFICIENT CAR ACCORDING TO (TOTALLY LEGIT) TESTS

Because screw the polar bears



## VW Beetle

Those all important terms and conditions that you really shouldn't read, because everything we do is totally fine. Don't worry yourself and stop reading now. Seriously, we made this text super small on purpose. Are you Superman or something? Anyway, the point is, our cars are definitely fuel efficient, because tests proved it. And we promise we didn't cheat in those tests. And we're trustworthy. I promise.



# **THINK SMALL. ACT BIG.**

Let's meet in a year for some oysters and champagne.