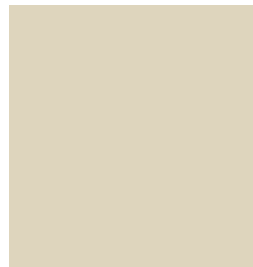
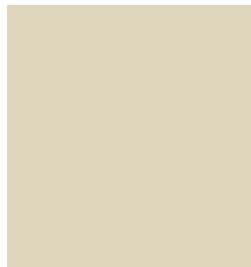
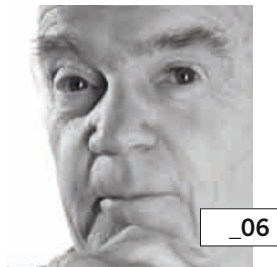
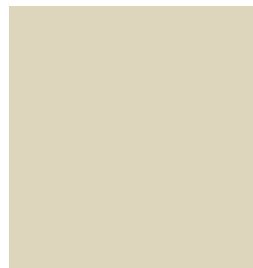
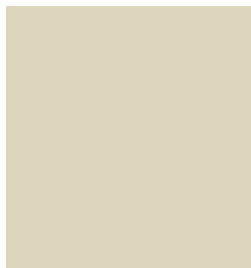
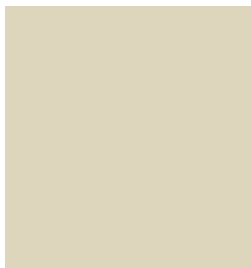
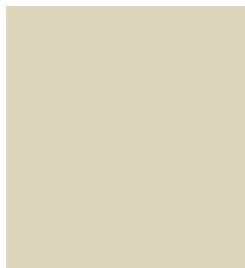


25,000,000 GOLFS

SINCE 8 JULY 1974, WHEN THE FIRST
GOLF WAS SENT TO A DEALER, EVERY
41 SECONDS SOMEONE SOMEWHERE
IN THE WORLD HAS HAD A VERY
SPECIAL EXPERIENCE:

THEIR NEW GOLF.

- 01 GOLF PANNER
 - 02 GOLF BARS
 - 03 GOLF GENERATIONS
 - 04 GOLF YELLOW
 - 05 GOLF FAMILY
 - 06 GOLF JEWELLERY
 - 07 GOLF SMITH
 - 08 GOLF SEEKER
 - 09 GOLF OCCURRENCE
 - 10 FAKE GOLD
 - 11 RICHES
 - 12 GOLDEN GIRL
 - 13 FINE GOLD
 - 14 GOLDEN NUMBER
-



_01 Uli E. | Musician | “MY E-PIANO FITTED EXACTLY ON THE REAR SEAT. BUT I TOOK OFF THE RALLY STRIPES.”

_02 MONIKA G. | Managing Director of a Courier Service | “THE GOLF 3, ROLLING STONE, WITH THE TDI ENGINE WAS ONE OF OUR FIRST COURIER VEHICLES. IT LASTED A VERY LONG TIME AND ALWAYS PERFORMED RELIABLY.”

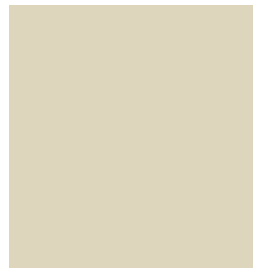
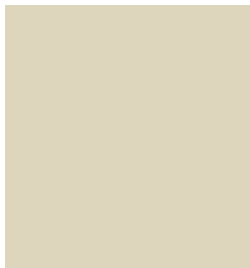
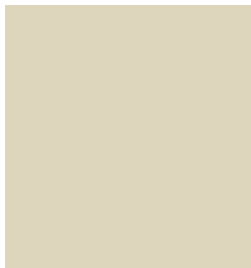
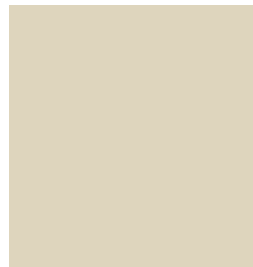
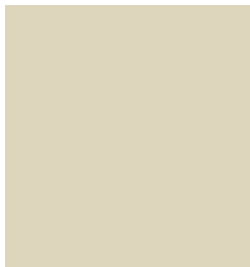
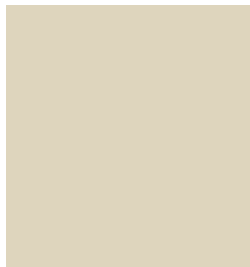
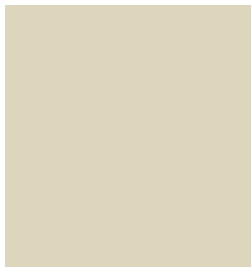
_03 PAUL G. | Photo Designer | “55 PS IN RED, REGISTERED IN 1989, 72 PS IN JADE GREEN FROM 1990 AND LAST YEAR A FULL 102 PS IN GREY.”

_04 CARO E. | Student Teacher | “OF COURSE, I LEARNED TO DRIVE IN A GOLF TDI. MY FIRST CAR WILL BE A GOLF, MAYBE WITH A PETROL ENGINE. AND THEN LATER, WHEN I HAVE CHILDREN, A GOLF VARIANT.”

_05 RUDI M. | Offset Printer | “MY FATHER-IN-LAW DROVE US TO OUR WEDDING IN HIS GOLF 22 YEARS AGO. THERE WERE WHITE DAISIES ON THE BONNET AND WE ARE STILL HAPPY WITH EACH OTHER.”

_06 HENNING C. | Retired Director in the Bundesnachrichtendienst, the German Security Services | “THE GOLF WAS VERY RELIABLE AS A SECOND CAR FOR THE FAMILY ON OUR LONG STAYS IN AMERICA AND SPAIN. AND, ABOVE ALL, IT WAS DISCREET.”

GOLD PANNER Method of extracting gold from sediments where the particles and flakes of precious metal are found with the help of water in pans by shaking and tilting. The specific lighter other materials are rinsed away.



_07 EVA JOHANNA D. | Photographic Model | “THE PINK FLOYD EDITION ALWAYS SAW ME SAFELY FROM MILAN TO PARIS. EVEN PUTTING ON MY MAKE-UP AND CHANGE ON THE DRIVER’S SEAT WAS OK. IT WAS ALWAYS FUNNY GOING TO A SHOOT WITH CURLERS IN MY HAIR. BUT I DON’T DO THAT ANY MORE.”

_08 OLIVER B. | IT Specialist | “I RACED ON THE BEACH IN ITALY IN A CABRIO EVEN BEFORE I LEARNED TO DRIVE. THEN I WENT ON THE MOTORWAY AT 190 KM/H ON MY FIRST DRIVING LESSON. IT WAS GTI WITH OPALES-CENT PAINTWORK. THAT STAYS WITH YOU.”

_09 KERSTIN K. | Fashion Designer | “IT ALL STARTED WITH A GOLF DIESEL. I HAVE DRIVEN THREE OF MY MOTHER’S OLD GOLFS. MY CURRENT ONE ACTUALLY HAS LEATHER SEATS AND OFG HEADLAMPS.”

_10 STEFAN G. | Photo Designer | “FIRST OF ALL 75 PS IN BLUE, A 1989 CABRIO, THEN 92 PS, ALSO IN BLUE, A 1990 CABRIO AND NOW: 180 PS IN RED, 25 YEARS GTI ANNIVERSARY GOLF.”

_11 SILVIA J. | PR Manager | “A TYPICAL CHILD OF THE GOLF GENERATION. AND I DROVE ALL THE WAY FROM TRIER TO DUBROVNIK WITH MY FRIENDS, A PARASOL AND OUR CAMPING EQUIPMENT.”

SO FAR, YOU HAVE COME ACROSS
2,795,547 GOLFS – MORE OR LESS –
AND MORE WILL FOLLOW: IN WORDS
AND PICTURES, IN LARGE AND SMALL,
WHOLE OR IN PARTS, IN BLACK AND
WHITE OR IN COLOUR.

The book has set itself the task to make this hard-to-image number visible more or less. After all, to keep the book a manageable size we have to go for another superlative. The font size of the golden Golfs in the background of each one of these 576 pages is 1.4 pt. By way of comparison: your daily newspaper has probably been set in a font that is six times bigger.

This book also wants to entertain you. You may discover many sides of the Golf that you have never seen before. And feel the enthusiasm with which this “Golf bar” was created, the fascination for a phenomenal vehicle concept and for an unbelievable anniversary:

25 million Golfs.

GOLDEN BOOK This term refers to a book used in municipalities and towns that guests of honour sign when they visit. The name has its origins in the gilt edging, where the edges of the pages were plated with gold leaf.



GOLD The name of the precious metal is derived from the Indo-Germanic “ghel”, which means “shiny, yellow”. In the Periodic Table, it is number 79 with the symbol “Au” – for Aurum, its Latin name.

1 The Social Democratic-Liberal coalition under Federal Chancellor Willy Brandt wanted to “venture more democracy”, thus responding to the desire for change that had swept from Prague to Washington via Berlin and Paris in 1968. In 1974, Volkswagen promised its customers more car with the GOLF. The compact car also broke with traditions: square instead of round, nifty rather than ingenious. In cooling, water replaced good old air. The elegance of common sense came in with Italian styling.

Just like its successful, round predecessor, the Volkswagen GOLF fitted in with the mood of the times with its cultivated form. After all, the 1970s were years of change and disillusionment, they offered dynamism and limitations, fostered optimism and revealed concerned about the future. Whereas many of the fruits of labour had been denied during reconstruction and the economic miracle, the reform period resulted in tangible economic growth. At the first time, the first oil crisis and world economic crisis of 1974/75 limited consumption possibilities. Mass unemployment followed. The lack of agreement became a symbol of the new era, subsequently called the post-modern age.

At the time, the GOLF was versatile, saving fuels and money. The petrol engine had an average consumption of 8 litres and the diesel engine, introduced in 1976, only 6.5 litres of fuel per 100 kilometres. And all of this at a starting price of DM 7,995. This was good news for those who are sensitive to prices and their neighbours with an awakening environmental awareness. Furthermore,

from 1976 fans of speed, of whom there are many in a society of individuals, could choose the GTI, a GOLF with lots of acceleration. At 110 PS it combined driving pleasure and dynamism with road-holding and good looks. This dream of affordable sportiness was initially available from a Volkswagen dealer in the colours mars red or diamond silver. Together with the Cabriolet and the Caddy, also launched in 1979, the GOLF in all of its different versions served the entire bandwidth of car customers. Once again, Volkswagen had a vehicle for all classes. A student drove to work and a banker to his hobby in a GOLF, provided that a son was not collecting his mother or a pensioner driving her grandson to private tuition. The GOLF was suitable for all of them. And then, as now: wherever a GOLF is parked is where the heart of society lives.

The sales figures showed that Volkswagen had entered a new era with the GOLF. Thirty-one months after market launch, the first million had been sold: in Germany, in Europe and in the rest of the world. The GOLF put the company back onto a successful footing and replaced the Beetle, the legendary car with the characteristic silhouette and the typical boxer sound, not only in the Wolfsburg factory. The GOLF era had begun. By 1983 almost 6.8 million left the factories in Wolfsburg, Emden, Sarajevo, Uitenhage, Westmoreland and Brussels.

2 The innovation from Wolfsburg, which gave its name to the whole class of compact cars, went into the second generation in 1983. The top of the league, manufactured according to customers' wishes by robots, was a fitting response to the Japanese challenge and made Volkswagen the No.1 in Europe in 1985 with its additional customer benefits. Since then, Volkswagen has practically

taken ownership of this position. The GOLF with rounder, more aerodynamic shapes was a reliable companion. The galvanised bodywork, which made it more durable, helped here. A regulated catalytic converter meant that the car was more environmentally friendly. And with the four-wheel drive, initially called syncro, mountains and valleys were more accessible than ever. With the G charger and 210 PS, the GOLF moved with more power than ever – and with diesel technology it was even more economical: at a constant speed of 90 km/h it had fuel consumption of 4.3 litres per 100 kilometres. And with the Eco mode from the long-transmission fifth gear and engine shut-off at traffic lights, the Volkswagen GOLF responded to the environmental discussion.

3 In 1991 the GOLF 3 proved to be an evolutionary compact car with fitted safety and improved environmental compatibility: ABS came in, and catalytic converter technology improved the emissions. The car grew again and, for the first time, had enough space for a large six-cylinder engine with impressive drive figures. As the Variant it took even more everyday and holiday baggage on board. The Cabriolet excited fans of the open air with state-of-the-art technology and an unimpeded view of the sky. The turbo diesel engines were frugal in consumption with dynamic performance. And the GOLF crossed frontiers: in 1991 GOLF production started in the Mosel factory in Saxony, which was now part of the Volkswagen family.

4 The fourth GOLF generation took a great leap in 1997. With distinctive looks, lots of choice in engines and an elegant interior, Volkswagen created THE high-end car in the compact class. Elegance and clear functionality, dynamism and safety were the foundation. The car had space and power: it was not just families who wanted the Variant; the R32 with its 241 PS showed its superiority in these quick-living days. Innovations such as the DSG Direct Shift Gearbox or the new FSI petrol engines were an expression of the technology typical of a GOLF. Safety features such as ESP and head airbags were a matter of course in the GOLF, which thus met the sophisticated demands of the public. In the interior, the superiority of the equipment was tangible. The pleasant appearance was convincing. Fully galvanised bodywork, 4MOTION and much more made the GOLF into a desirable car on people's wishlists. With the tailwind of continuing demand, on 25 June 2002 the GOLF exceeded the production figures of the legendary Beetle and entered the chronicles as the most popular Volkswagen. Advertised as "Generation GOLF", the GOLF was most popular among the generation of the same name: fashion, brand awareness and enjoyment of prosperity marked their lives. The GOLF was an identification product for them.

5 Nothing is more successful than success. But this always needs constant renewal in the GOLF because the numerous competition is not sleeping. In 2003 the fifth generation entered the competition for the public's favour – and is once again far ahead of the others. The high-tech car with superior engine technology and the plethora of safety elements is recognised – by March 2007 3.6 million customers decided on the GOLF. This means that it is not only an alpha male, but also

offers its passengers more room to spread out. It is much taller, wider and longer; it has grown together with the demands made of modern mobility. If this was not enough, in 2005 an additional offer was introduced in the form of the GOLF PLUS, which is characterised by variability and lots and lots of space. The raised seating position gives more visibility and makes it easier to get in and out. And for those who want lots of speed, the R32, with 250 PS the most powerful GOLF of all time, will be just the ticket.

The world is becoming more colourful, quicker, more demanding, more contradictory, more mysterious. This needs superior technology, an attractive price with outstanding performance and ingenious invention to turn innovations into tangible customer benefits. This results in the production of premium diversity. The GOLF is the car for everyone who wants to stand out and appreciates values. And, all in all, it is an exceptional car.

With its leading position, the GOLF also provides orientation. The traditional company from Wolfsburg has been living in its rhythm for over three decades now. With it, Volkswagen has recreated itself for a second time. The Beetle is a legend of the heart, the GOLF concentrated maximum performance with drive for the more generation car. Moreover, Volkswagen's flagship acts as an ambassador for modern Germany all over the world. For millions of people, the GOLF democratises mobility, comfort, safety and driving pleasure. Together with its siblings Jetta, New Beetle and Touran and its relatives in the other Group companies, there are more millions of them all over the world. Volkswagen's automobile culture has many faces and a memorable name: GOLF.

BLACK RED GOLD Since 23 May 1949 Black, Red and Gold have been the colours of the flag of the Federal Republic of Germany, enshrined in the Basic Law. The reason why the colour gold is usually shown as yellow lies in heraldry and at the start of the new millennium was laid down in the Corporate Design Guidelines with binding effect.

05

TYPES OF GOLD Gold Leaf, Coopers Gold, Delta Metal, Oreide, Yellow Gold, Gold Amalgam, Fool's Gold, Semilor, Mosaic Gold, Ormolu, Gold Dust, Nuremberg Gold, Gold Foil, Rose Gold, Gold Sheet, Talmi Gold, White Gold, ...

GOLDEN FLEECE According to Greek mythology the golden ram Chrysomeles brought the children Helle and Phrixos to safety from their stepmother in accordance with Hermes' wishes. Helle fell into the sea and thus gave the Hellespont its name. After successfully saving the young heir to the throne, Chrysomeles was sacrificed; his golden fleece was subsequently a matter for the Argonauts.

06

THE ART OF THE GOLDSMITH For 5,000 years people in Europe have been shaping gold. From the Etruscans and the Thracians, the Celts and the Germanic tribes, the peoples left astonishing testimonies of their high culture and skills in handling the precious and rare metal.

07

08

| 08 | GOLF SEEKER |

GOLD RUSH

Australian Gold Rush --- Colorado Gold Rush --- Californian Gold Rush --- Gold Rush on the Klondike --- New Zealand Gold Rush --- South African Gold Rush --- Yukon ...

| 09 | GOLF OCCURRENCE |

GOLD FINDS California in the spring of 1848. James W. Marshall is to build a sawmill for the Swiss man Johann August Sutter on the American River and finds gold. Marshall starts a human migration, which makes the population of San Francisco rise from 14,000 to 230,000 within 4 years. In 1851 the value of the 77 tonnes of gold produced in California that year exceeds the American Federal Budget of the time. The gold made the young, 31st state in America into an economic and political power in the country.

09

BLACK GOLD OIL
COAL TYRES WHITE
GOLD MARBLE TABLE SALT
SUGAR COTTON PORCELAIN
IVORY RED GOLD WINE
GOLD OF THE
NORTH AMBER

GOLD OF THE FIELDS
POTATOES BLUE
GOLD DRINKING
WATER SEA
GOLD CORALS LIQUID
GOLD HONEY
WHISKY

GOETHE „doch darf ich bitten, bitt' ich eins: lasz mir den besten Becher Weins in purem Golde reichen“ [But if I may ask just one thing: let me pass around the best goblet of wine in pure gold]

(From: Wilhelm Meister's Lehrjahre: Johann Wolfgang Goethe. Gesammelte Werke, Briefe, Tagebücher und Gespräche, Volume 9, Frankfurt/M. 1987, p. 483 f.)

10

GOLDEN MOLES (Chrysochloridae) are a family of almost entirely underground mammals in Africa comprising around 20 species: Cape golden mole – giant golden mole – desert golden mole – Hottentot golden mole ...

11


GOLDFISH (CARASSIUS AURATUS AURATUS) The goldfish belongs to the carp family (Cyprinidae) and its wild form could originally be found from the Amur Basin to Siberia. Its popularity as a pond and aquarium fish ensured that it migrated to Europe. | **CALIFORNIAN POPPY** (ESCHSCHOLZIA CALIFORNICA) The Californian poppy is a well-known garden plant from the Papaveraceae family and is popular because of the bright orange-yellow flowers. Californian poppy is also used in herbal medicine because of its pain-relieving properties. | **PLAICE** (PLEURONECTES PLATESSA) The plaice is a flatfish (Pleuronectiformes). The shoaling fish can be found on almost all European coasts and reaches sizes of up to 70 cm with a weight of 7 kg. | **MARIGOLD** (CALENDULA OFFICINALIS) The marigold is a member of the aster family (Asteraceae). Marigolds are annuals that grow up to 50 cm tall. The inflorescence has a light yellow to dark orange shade. The flowering period is from June to the first frosts in the autumn. | **Golden Goby** (GOBIUS AURATUS) A bright yellow colour on the head and body is characteristic of the golden goby. The diurnal fish, up to 8 cm long, from the Gobiidae family live on rocky bases in the Mediterranean. They spend the nights in their hides. | **SEA BREAM** (SPARUS AURATA) Since Antiquity, the sea bream from the Sparidae family at home in the Mediterranean have been very popular as a food fish. It owes its name to the scythe-shaped golden band on the front of the fish, and one gold spot on each cheek. | **DOLPHIN FISH** (CORYPHAENIDAE) Dolphin fish are shoaling fish that grow up to 2.10 m in length. This family of fish can be found all over the world in the tropical and sub-tropical oceans.



SPINNING GOLD

“Today I brew, tomorrow I bake,
Next morning I shall the queen’s child take;
How glad I am that she does not dream, ...”.

12



In the Middle Ages, **alchemists** tried to make gold. Transmutation was to make base metals into the precious metal. The efforts remained without success.

CARAT The carat figure (ct) is a measure of the purity of a gold alloy; how many grams of gold there are in 24 grams of alloy. An alloy containing 50 per cent gold thus has 12 carats, pure gold (1000, or more correctly 999 gold) has 24 carats.

BEATING Gold beating technology is the name for skills and knowledge on creating gold leaf. This includes preparing beating moulds, filling in the beaten material, manual and mechanical beating, inlaying and tearing. | **HAMMERING** The technology of gold hammering has been changed only by the millennia. The gold sheet is shaped into a relief or vessel on wood and leather, felt, lead or putty using special hammers or punches without removing material from the surface. | **INLAYING** Wonderful colour contracts can be created with inlaying techniques. Here, grooves are put in the metal surface by means of etching or milling, engraving or chiselling; they are then filled in with a softer metal. | **CHASING** Relief decoration is created on the metal surface by means of chasing. The heated gold sheet is placed in a putty bed and patterns are put on the front with punches and hammers. The plastic design can be seen from both sides. | **FORGING** Around 8,000 years ago, gold was first made into sheets using cold methods. Around 7,000 years ago it was discovered that the forging techniques were greatly improved by the use of heat. | **SOLDERING** The application of the smallest gold balls using a special soldering technique called granulation gave goldsmiths in Antiquity the opportunity to create matt, velvety gold surfaces and to contrast them with smooth, shiny surfaces. The Etruscans brought the method to an early pinnacle. | **SETTING** Fixing precious stones in metal is called setting. Since precious stones vary greatly in terms of hardness, shape and properties, great skill is needed when working the precious metal so that the stones can be set permanently without glue. In his work, the setter uses the setter's punch and the setter's hammer as well as many other special tools. | For around 4,000 years, ornaments have been made by inserting fine gold threads and placing gold beads on them in a **FILIGREE TECHNIQUE**. The decorations, which include the finest plaited ribbons and cords, are permanently soldered to the substrate. It was only in the 20th century that goldsmiths have been able to link the ornaments into a filigree fabric without substrate materials.

The galaxy
M101 is around
25,000,000
light years
away.

THE PALE CLOUDED YELLOW BUTTERFLY

(*Colias hyale*) is widespread in the temperate climate zones from eastern Spain to northern China. It is a member of the pieridae family and forms a species complex with the Berger's clouded yellow (*Colias alfacariensis*).

Every Golf 5 has around **70 METERS OF LASER WELDED SEAMS**. After around 11,000,000 Golfs that would have been enough to get to the moon | **30,000,000 AIRBAGS** as standard in the Golf 5 ensure safety all over the world | Around **75 PER CENT OF THE GOLD** mined each year is used for jewellery production | In the gravel pits of the 15 old EU states there are estimates that there is still gold **WORTH AROUND €37,000,000,000** | The “**GOLDEN SHOT**” was a 90-minute game show on ZDF in Germany and was one of the most popular TV shows of the 1960s | A gold ball weighing **1,000 GRAMS** is about as big as a walnut | A thread of over **33,000 METRES** in length can be drawn from 10 grams of gold | The average quantity of ground rock that is needed to find 1 ounce of gold (31.103 grams) is **5,000 – 6,000 KILOGRAMS** | Every year, **25,000,000 CHRISTMAS TREES** are sold in Germany | The amount of gold mined and processed by man so far in the world only has the volume of a cube with edges of around **18 TO 20 METRES** | The amount of gold mined each year would fit into a double garage with the dimensions of **6 X 6 X 3 METRES** | Gold accounts for one **0.000,500TH** of the earth's crust | Every second, the Gulf Stream conveys between **10,000,000 AND 40,000,000 CUBIC METRES** of water – more than 100 times as much as all the rivers in the world added together | The total ocean area of the Gulf of Mexico, which is up to 4,375 metres deep, is around **1,600,000 KM²** | The Golf 5 is made up of around **4,000 INDIVIDUAL PARTS** | The over **100 METRE TALL SHWEDAGON PAGODA** in Rangoon is reputed to be gold-plated weighing more than the gold reserves of the Bank of England, at several hundred tonnes | The USA have the biggest **GOLD RESERVES AT OVER 8,000 TONS**. Germany is in second place with over 3,000 tons | The melting point of gold is **1064.18°C** | The longest trunk road in Germany is the B3, which is **812 KM** long. It goes from Buxtehude to the Swiss border. The longest road is the A7 from the Danish border to Austria, with a length of **945.6 KM** | The surface of a **GOLF BALL** has several hundred dimples arranged in a pattern | On 14 November 2006 DaimlerChrysler AG announced the delivery of **25,000,000 CARS** of the Mercedes-Benz brand since 1945.



Just like the legendary Beetle, the GOLF is a vehicle with cult status. The Beetle was a symbol of the German “economic miracle” and went on a triumphant march all over the world from its German home.

Its successor, the GOLF achieved much more – to this day it is the only vehicle that has given its name to a whole class of vehicles, the “GOLF class”. And that is the apogee of a branded product – to become synonymous with an entire product group.

But the GOLF went even further, in many parts of the world it became the symbol of an entire generation, the “Generation GOLF” and thus represents a way of life – quality, design, understatement, classlessness. The GOLF has become the symbol of mobility and enjoys full acceptance at all levels.

The GOLF is and remains the heart of Volkswagen. The GOLF has matured into a product family with various derivatives. I therefore give my special attention to the GOLF.

Every generation of this successful model should and must be just as distinctive and desirable as its predecessor. It must and will, even in the year of the 25 millionth GOLF still have the same values in its genes as the first GOLF in 1974.

Prof. Dr rer. nat. Martin Winterkorn

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