

Media Information



January 4, 2024

Volkswagen of America (VWoA) reports total year 2023 sales

- Volkswagen sales increased 9.3% compared to last year with Q4 2023 sales alone growing by 39.9% over 2022
- Growth was fueled largely by ID.4 sales increasing 84.2% YoY as well as Atlas sales by 13.7% YoY and Atlas Cross Sport by 22.2% YoY
- Jetta sales grew 23.9% YoY

Reston, VA — Volkswagen of America released today sales figures for Q4 2023 as well as total year 2023 sales.

		Q4 2023	Q4 2022	Yr/ Yr%	Y2023	Y2022	Yr/ Yr%
SUVs	Atlas	19,349	10,020	93.1%	60,859	53,545	13.7%
	Atlas Cross Sport	10,790	5,806	85.8%	34,816	28,480	22.2%
	Taos	15,305	12,268	24.8%	58,889	59,103	-0.4%
	Tiguan LWB	20,529	24,241	-15.3%	76,228	88,577	-13.9%
	ID.4	10,634	9,439	12.7%	37,789	20,511	84.2%
	TOTAL SUV	50,413	61,774	-18.4%	242,387	250,216	-3.1%
Passenger Cars	Jetta Sdn	16,852	5,276	219.4%	47,408	38,260	23.9%
	Arteon	508	801	-36.6%	2,347	1,742	34.7%
	GTI	1,730	980	76.5%	7,451	6,924	7.6%
	Golf R	789	136	480.1%	3,238	1,499	116.0%
	TOTAL CAR	13,658	7,193	89.9%	54,223	48,425	12.0%
TOTAL SALES	96,486	68,970	39.9%	329,029	301,069	9.3%	

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About Volkswagen of America

Volkswagen of America, Inc. is an operating unit of Volkswagen Group of America, which is a subsidiary of Volkswagen AG. Headquartered in Reston, Virginia, Volkswagen Group of America's operations in the United States include research and development, parts and vehicle processing, parts distribution centers, sales, marketing and service offices. Volkswagen Group of America also operates a state-of-the-art assembly facility in Chattanooga, Tennessee which produces Volkswagen brand vehicles including the Atlas, Atlas Cross Sport, and the ID.4. VW Credit, Inc. (doing business as "Volkswagen Financial Services"), a wholly owned subsidiary of VWGoA, provides financial services and innovative mobility solutions. The Volkswagen Group is one of the world's largest producers of passenger cars and Europe's largest automaker. Volkswagen sells the Arteon, Atlas, Atlas Cross Sport, Golf GTI, Golf R, ID.4, Jetta, Jetta GLI, Taos, and Tiguan vehicles through more than 600 independent U.S. dealers. Visit Volkswagen online at www.vw.com or media.vw.com to learn more.