

Wouldn't you really rather have a "Volkswagen" or Not your father's "Volkswagen"

While attending the EIPC winter conference in Dresden Germany this year we toured the Volkswagen "Phaeton" plant which is located in the heart of Dresden's City Center. The Phaeton is a hand built luxury car that may not fit into everybody's automotive budget. There is a base price and then you start adding on the goodies, from advanced electronics right down to several options on wheels.

The building is made out of glass throughout so you can see every step in the assembly process. Our tour guide Felix informed us that Volkswagen even invites its customers in to watch their car being built. They can even participate in the process! These cars are built to order so there is no inventory to be found.

As our tour progressed we all noticed that many of the cars being built were black. Felix informed us that 70% of the Phaetons built are ordered with black exteriors. We then found our way to the area where customers can choose the interior color as well as the color of the stitching thread on the piping of the interior. They can choose between a wood steering wheel or a leather wrapped wheel. If you want your steering wheel heated, you must go to leather. You can even choose the color for the wood throughout the interior.

So, if you find yourself with lots of extra money, and you want a custom, hand built Volkswagen, visit Dresden, Germany and take an exhilarating tour of their Phaeton plant.



EIPC's Sonja Derhaag, Event Manager (near) &
Kirsten Smit-Westenberg, Executive Director (far)



Felix

