

Press Release

Triad Berlin stages world premiere for VW Caddy Maxi Kasten at the European Road Transport Show in Amsterdam

Berlin, October 25, 2007: At the European Road Transport Show in Amsterdam, Triad Berlin stages the world premiere of VW Caddy Maxi Kasten with the motto „Maximize your Business“. The show at the VW Nutzfahrzeuge stand presents the new business opportunities that the 47 centimeter longer panel van version provides.

At the beginning of the show, four female performers in blue-collar outfits rappel to the stage. With different tools they work a container specifically constructed for this show. The live sound mixes with industrial production sounds that emerge from the container which is then extended by 47 centimeters. At the spectacular peak of the performance, the Caddy Maxi Kasten is uncaged by angle grinders.

After this emotional introduction, Harald Schomburg, Member of the VW Nutzfahrzeuge Executive Board, addresses his speech to the international press. The slogan „Maximize your Business“ is the thematic introduction to his speech. Afterwards, the performers unveil two more vehicles – Caddy Maxi Life and Caddy Maxi Kombi.

Triad Berlin develops emotionally intelligent spatial communications. Founded in 1994 by Lutz Engelke and Volker Klingenburg, today Triad is one of Germany's leading communications and design agencies. It is supported by an interdisciplinary team of architects, designers, scenographers, as well as marketing, event, and media specialists, who have developed prize-winning theme and brand landscapes, trade fair presentations, and events.

Press contact:

Melanie Kutscherauer

Triad Berlin Projektgesellschaft mbH

Marburger Str. 3

10789 Berlin

Tel. 030 - 23 60 78-314 Fax: 030 - 23 60 78-381

kutscherauer@triad.de / www.triad.de

Triad Berlin

Projektgesellschaft mbH

Marburger Straße 3

10789 Berlin

Tel:+49(30) 23 60 78 300

Fax:+49(30) 23 60 78 381

info@triad.de

www.triad.de