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National Icon Dato' Azizulhasni Awang Named First-Ever Brand Ambassador for Volkswagen Malaysia

- Historic Collaboration that Celebrates Performance, Precision and the Power of Possibility
- Brand Ambassador Is Proudly Malaysian, Purpose-Led

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KUALA LUMPUR — Volkswagen Passenger Cars Malaysia (VPCM) is proud to announce a groundbreaking partnership with national cycling hero, **Dato' Azizulhasni Awang**, who becomes the **first-ever brand ambassador** for the Volkswagen marque in Malaysia. This collaboration marks a meeting of shared values — of bold performance, relentless determination, and timeless design — all united under a spirit of progress.



Known globally as *The Pocket Rocketman*, Azizulhasni is not only Malaysia's first Olympic cycling medallist but also a symbol of what Malaysians can achieve with heart, grit and precision — the very essence of the Volkswagen brand. His journey from humble beginnings in Terengganu to the podiums of Tokyo, Melbourne and beyond reflects the Volkswagen ethos: to engineer

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dreams into reality through innovation, resilience and human-centred excellence.

"Azizul's story is one of extraordinary ambition, agility and drive. Much like our cars, he represents performance that is purposeful and enduring," said Renate Noessler, Managing Director of Volkswagen Passenger Cars Malaysia. "He is not just a champion on the track — he's a role model off it. We are honoured to have him as part of the Volkswagen family."

A Union that celebrates performance, precision and the power of possibility.

Azizulhasni's personality — disciplined yet approachable, grounded yet globally celebrated — mirrors the appeal of Volkswagen vehicles. From the iconic Golf GTI to the versatile Tiguan Allspace, elegant Arteon and bold Touareg, Volkswagen cars are built for those who move through life with purpose, style and determination.

"This partnership goes beyond traditional brand endorsements. It reflects a deep connection with Malaysians who value performance, integrity, and long-term confidence in what they drive," said Renate.

"I've always believed that success is built on consistency, detail and the courage to take on challenges — values that align perfectly with Volkswagen," said Azizulhasni.

"To be chosen as their first ambassador is a true honour. This partnership isn't just about cars or cycling — it's about inspiring Malaysians to go further, faster and never settle," he added.

More than a car, it's trust in the journey.

With Azizul at the forefront, Volkswagen Malaysia aims to deepen its connection with the community — especially with a new generation that celebrates heritage as much as ambition.

This collaboration will see Azizulhasni featured in upcoming campaigns, events and digital content that invites Malaysians to discover the Volkswagen difference. It also serves as a rallying point for Volkswagen owners who take pride in being part of a brand that champions quality, individuality and human connection.

Media Information



For information on the partnership and the latest Volkswagen campaigns and models, visit <https://www.volkswagen.com.my/>

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SEO/Metatags Keywords

VPCM, Volkswagen, Volkswagen Malaysia, #AzizulxVolkswagen
#DriveForward #VWRocketman

Volkswagen Passenger Cars Malaysia (VPCM) is the official distributor of Volkswagen cars in Malaysia. The Company has long-term aspirations in the country and focuses on growing the business sustainably by maintaining a strategic product portfolio, strengthening dealer network, and enhancing service and parts availability. VPCM is managed by Porsche Holding Salzburg, one of the largest and most successful automotive distributors in Europe. The Salzburg-based company was founded in 1947 and operates today in 29 countries throughout Europe, as well as in Colombia, Chile, China, Malaysia, Singapore, Brunei and Japan.
