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## Volkswagen Group extends its partnerships with Nationalgalerie institutions in Berlin

- Collaborations with ‚Neue Nationalgalerie‘ and ‚Hamburger Bahnhof – Nationalgalerie der Gegenwart‘ since 2012
- Long-term and wide-ranging cultural partnership extended by two years
- New focal points in the joint initiative with both museums
- ‚Culture for all‘ is a shared goal
- ‚Volkswagen Group Art4All‘ program attracted 400,000 visitors in 2025
- Volkswagen Group Fellows and Curator are part of the museum teams

**Wolfsburg, March 24, 2026** – During times of cultural and economic uncertainty, the Volkswagen Group continues to support culture and the arts, establishing itself as a reliable partner for numerous cultural institutions in Germany and abroad. Since 2012, the Group has maintained partnerships with two museums of the Stiftung Preußischer Kulturbesitz (SPK) in Berlin: the Neue Nationalgalerie and the Hamburger Bahnhof – Nationalgalerie der Gegenwart. These partnerships have now been extended for another two years and focus on supporting major exhibition projects and creating and expanding the ‚Volkswagen Group Art4All‘ initiative. More than 400.000 people participated in activities of this initiative, in 2025 alone.



Neue Nationalgalerie, Berlin



Hamburger Bahnhof – Nationalgalerie der Gegenwart, Berlin

The ‚Volkswagen Group Art4All‘ initiative offers a variety of elements, including free or discounted admission to exhibitions and collections, free guided tours, and a variety of educational programmes, as well as events and performances. These elements are implemented differently at each venue. At the heart of both partnerships is the goal of making cultural content and ideas

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accessible and tangible to a wide audience and lowering the barriers to engaging with art and culture. These activities demonstrate the Volkswagen Group's commitment to social responsibility, achieving the shared goal of 'culture for all'.

Starting April 2, the Neue Nationalgalerie will launch 'Volkswagen Group Art4All' in a new format: on the first Thursday of every month, visitors can enjoy free admission to the exhibitions and collections from 4 p.m. to 8 p.m., and for the first time, there will also be a multi-faceted programme of live art and open exchanges.

To celebrate the premiere, the Neue Nationalgalerie and the Volkswagen Group are hosting a special free concert on 2 April at 8 p.m. The French pianist David Kadouch will perform works by Erik Satie, while the major Brancusi exhibition will be on display at the museum. Satie and Brancusi were friends and companions during their lifetimes.

As the 'Lead Partner of Education', the Volkswagen Group will support the 'Hamburger Bahnhof – Nationalgalerie der Gegenwart' throughout the wide range of its educational and mediation activities. Programs for all visitors, as well as for various target groups such as families and schools, are available free of charge through 'Volkswagen Group Art4All'. In addition, the Volkswagen Group will also act as program partner for the museum's annual Open House Days on June 12-14.

The Volkswagen Group has also continued to award fellowships at both museums: In 2026 and 2027, a Volkswagen Group Fellow and a Volkswagen Group Curator will be part of the museum teams. This initiative supports both emerging talent in the field of culture and the arts as well as work in cultural institutions.

Prof. Dr. Marion Ackermann, President of the Stiftung Preußischer Kulturbesitz, emphasizes: 'We would like to express our sincere gratitude to the Volkswagen Group for their support. This opens the doors to art for visitors and provides long-term support for engagement with education and culture. The participation of people from a variety of different backgrounds also strengthens social cohesion in our democracy.'

Klaus Biesenbach, Director of the Neue Nationalgalerie: 'The Neue Nationalgalerie's status as Germany's most-visited art museum in 2025 is also thanks to our trusting partnership with the Volkswagen Group. This successful collaboration has played a key role in attracting many new visitors to our museum over the past 14 years.'

Till Fellrath, Director of the Hamburger Bahnhof – Nationalgalerie der Gegenwart: 'Education and mediation efforts play a central role in all of Hamburger Bahnhof's programs. Together, we are breaking down barriers, opening up the museum, and inviting a broad audience to experience art and culture for themselves. Our successful partnership with the Volkswagen Group began in 2012 and will continue for another two years, providing us with a reliable partner.'

As Head of Volkswagen Group's International Cultural Engagement, Benita von Maltzahn makes it clear: 'Reliable support for culture and the arts is currently far from guaranteed. In times of

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necessary cost-cutting measures across all sectors, continuing to support our cultural partners sends an important message. Through 'Volkswagen Group Art4All', we are working together to reach people as many people as possible, who would otherwise have limited access to art and museums.'

**The Volkswagen Group's Cultural Engagement program supports initiatives that provide cultural education and opportunities for participation to a wide range of people. The Group works closely with international arts and culture institutions and stakeholders. Through these collaborations, the Volkswagen Group enables the general public to engage with a diverse array of creative ideas and works. The program paves the way for inspiring cultural projects around the world and supports organizations that contribute to diversity of our cultural landscape. By promoting culture and the arts, Volkswagen is taking responsibility for the future.**

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## **About the Volkswagen Group:**

The Volkswagen Group is one of the world's leading car makers, headquartered in Wolfsburg, Germany. It operates globally, with 111 production facilities in 16 European countries and 10 countries in the Americas, Asia and Africa. With around 663,000 employees worldwide. The Group's vehicles are sold in over 150 countries.

With a comprehensive portfolio of strong global brands, leading technologies at scale, innovative ideas to tap into future profit pools and an entrepreneurial leadership team, the Volkswagen Group is committed to shaping the future of mobility through investments in electric and autonomous driving vehicles, digitalization and sustainability. The goal: As a "Global Automotive Tech Driver", to make the best automotive technologies accessible to customers worldwide - from entry-level mobility to the luxury segment.

In 2025, the total number of vehicles delivered to customers by the Group globally was 9.0 million (2024: 9.0 million). Group sales revenue in 2025 totaled EUR 321.9 billion (2024: EUR 324.7 billion). The operating result in 2025 amounted to EUR 8.9 billion (2024: EUR 19.1 billion).

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