

# VW Touareg Joins Spine-Chilling Universal Ride

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Volkswagen and Universal's marketing alliance brings new meaning to "a thrilling ride"

As part of a new cooperative marketing agreement with Universal Studios, Volkswagen has tied itself to the psychological thrill ride "Revenge of the Mummy" at Universal Studios' Hollywood and Universal Orlando theme parks.

A Volkswagen Touareg wrapped in mummy-like cloth greets visitors to the attraction which immerses riders in the ominous, spine-chilling world of Imhotep and his mummy companions. Innocent bystanders are drawn into an environment that has been cursed by the angry mummies, complete with menacing Scarab beetles, dramatic explosions and vengeful creatures intent on wreaking havoc. The wild, and exhilarating coaster ride begins as the passenger cars enter the mouth of a mummy. The thrill of the ride's high-speed launches, startling drops and moments of being suspended in air are magnified in complete darkness.

"As a fierce competitor in the Dakar Rally, the Touareg is well-suited for high adrenaline, thrilling experiences," said Clark Campbell, public relations manager, Volkswagen of America, Inc. "It presented us with a logical visual tie-in with this amazing ride."

Last year, Volkswagen and NBC Universal announced the creation of a multi-year global marketing alliance. As part of the partnership, Universal will incorporate Volkswagen's products and brand, in its film, DVD, worldwide theme parks, and other entertainment properties. Additionally, Volkswagen will support numerous media and entertainment related properties of NBC Universal through international marketing and promotional efforts.

Earlier this year, Volkswagen sponsored Universal's "King Kong," and a Volkswagen Touareg was used in the production of the film.

[Quelle](#)

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The Universal Orlando resort destination (<http://www.universalorlando.com>) includes two dramatically distinct and adjacent theme parks, the Universal Studios motion picture and television theme park and Islands of Adventure, Orlando's most thrilling and exhilarating theme park. Universal Orlando also includes CityWalk, a 30-acre dining, shopping, club and live-entertainment venue as well as premier on-site Loews hotels and world-class film and television production facilities.

Founded in 1955, Volkswagen of America, Inc. is headquartered in Auburn Hills, Michigan. It is a subsidiary of Volkswagen AG, headquartered in Wolfsburg, Germany. Volkswagen is one of the world's largest producers of passenger cars and Europe's largest automaker. Volkswagen of America and its affiliates employ approximately 3,000 people in the United States and are responsible for the sale and service of Audi, Bentley, and Volkswagen products through retail networks comprising in total more than 900 independent U.S. dealers.

[Quelle](#)