



Mexico, June 28, 2016.

To whom it may concern:

It is with great pleasure to write this letter of recommendation for María Bohórquez. I can state with confidence that over the past 2 years I have had the pleasure of viewing her professional development while her collaboration with the SEM optimization and SEA and SEO strategy implementation in our company.

Due to her dedication and attention to detail, our company saw an increase in from 48 to 70% in SEO and from 83 to 96 in impression share in Volkswagen worldwide. We have also achieved the second position inside the Volkswagen Group and competitors as well thanks to her involvement and ability to inspire cooperation and respect amongst teammates (Volkswagen Mexico, Mediacom, DDB and Residencia).

If you need any further information about Mrs. Bohórquez, please do not hesitate to contact me.

Sincerely,

Marcus Philipp
Marketing Director
Volkswagen Brand
marcus.philipp@vw.com.mx

José Angel Diez
Communication Manager
Volkswagen Brand
jose.diez@ivw.com.mx

Gabriela Elízaga
Head of Digital, Social Media,
Content & Direct Marketing
Volkswagen Brand
gabriela.elizaga@ivw.com.mx