



News Release

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3D Systems Delivers Innovative, New Volkswagen Test Drives In Full Color

- The Polo Principle Empowers Prospective Buyers To
Create And Print Miniature Cars -

Rock Hill, South Carolina – April 12, 2012 - [3D Systems](#) Corporation (NYSE: DDD) announced today that [Volkswagen DK](#) has launched an exciting new advertising campaign featuring the company's full color 3D printers. The Polo Principle campaign, created by DDB Copenhagen, empowers prospective buyers to create and print miniature cars.

For the first time, Volkswagen DK is putting in the hands of its customers the very technology it uses to develop and prototype the cars it sells. [3D Systems' ZPrinter® full color portfolio](#) is at the heart of this innovative marketing campaign to unleash VW customers' creativity and express themselves through their personalized Polo car.

"This is a terrific campaign that captures the essence of everything we stand for," said Cathy Lewis, Vice President Global Marketing for 3D Systems. "We are committed to democratizing access to disruptive 3D content-to-print solutions, enabling individuals to express their authenticity in the products they buy, a direction fully aligned with Volkswagen DK."

Experience the Polo Principle at <http://www.poloprincippet.dk/>

About 3D Systems Corporation

3D Systems is a leading provider of 3D content-to-print solutions including 3D printers, print materials and on-demand custom parts services for professionals and consumers alike. The company also provides creative content development, design productivity tools and curation services and downloads. Its expertly integrated solutions replace, displace and complement traditional methods and reduce the time and cost of designing new products by printing real parts directly from digital input. These solutions are used to rapidly design, communicate, prototype and produce functional parts, empowering its customers to create with confidence.

More information on the company is available at www.3DSystems.com.

To experience 3D Systems' entire range of 3D content-to-print products and services please visit www.printin3D.com, www.production3dprinters.com, www.cubify.com, www.zcorp.com, www.print3d.com, www.toptobottomdental.com, www.myrobotnation.com, www.3Dproparts.com, www.quickparts.com, www.alibre.com, www.bitsfrombytes.com, www.The3dStudio.com, www.freedomofcreation.com, www.sycode.com, www.botmill.com, blog.3dsystems.com, or via email at moreinfo@3Dsystems.com.