

COMPARITIVE ANALYSIS

World's Largest Automakers

	Q4 2014	Q4 2013	%C
 Volkswagen	10,312,400	9,930,500	3.8%
 TOYOTA	10,213,486	10,083,783	1.3%
 General Motors	9,574,771	9,800,000	-3.1%

- Ranking is done by OICA, the Paris-based International Organization of Motor Vehicle Manufacturers Institution
- Not bestowed based on how many vehicles an automaker has sold, but on how many cars they have produced



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The Golden Years!!

February 17th 1937 sales crossed 15 million units of the Beetle sold, thus becoming the first World F in the most popular car in the world, as only which is still holds to this day

When sales declined, VW switched to an new generation of cars with more robust drive and more useful engines - the Passat, Jetta, Golf, and Polo.



Under the VW Umbrella!!

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From the Shadow of Nazism!!

- From the Beetle to the Bucket Car
- 80% slave labour
- A "political animal" rather than a commercial enterprise
- The veil of Nazi!!
- VW rapidly expands production in the 1930s - but concentrates on just one car
- Becomes West Germany's "economic miracle"!!



"The People's Car"

- German automaker
- Founded on 4 January 1937 by the German Labour Front
- Headquartered in Wolfsburg, Germany
- The Führer's pet project – To give "joy" to his people!!
- Austrian automotive engineer Ferdinand Porsche



Das Auto.



Heads of Sales and Marketing

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Christian Kluge - Head executive for sales and marketing

Stefan J. Harber - Head, global marketing for Volkswagen's passenger cars

Kurtel Bauer - Head of marketing and PR for Indian passenger cars operation

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Volkswagen India: Das Auto Digitally

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3.8%
1.3%
3.1%

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The Golden Years!!

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When sales declined, VW switched to an new generation of cars with front-wheel drive and water-cooled engines - the Passat, Scirocco, Golf, and Polo.

Heads of Sales and Marketing

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Christian Klingner - Board member for sales and marketing

Kayser Chaudhri - Head, global marketing for Volkswagens passenger cars

Kamal Bhasu - Head of marketing and PR for Indian passenger cars operation



From the Shadow of Nazism!!

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Volkswagen India: Das Auto Digitally



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Under the VW Umbrella!!

BRANDS THAT THE VOLKSWAGEN GROUP OWNS AND OPERATES



Audi



SEAT

ŠKODA



BENTLEY



PORSCHE



Commercial Vehicles



SCANIA



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Heads of Sales and Marketing

**Christian Klinger - Board member
for sales and marketing**

**Xavier Chardon - Head, global
marketing for Volkswagen's
passenger cars**

**Kamal Basu - Head of marketing
and PR for Indian passenger cars
operation**

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SEGMENTATION

Car users looking for:

- **Sedan : Vento, Ameo, Jetta**
- **Hatchback : Polo, Beetle, GTI**
- **SUV : T-Roc, Tiguan**

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SEGMENTATION IN INDIA

- **Budgeted car segment (1-3 lakh) - Up****
- **Compact car segment(3-5 lakh) - Polo**
- **Mid size segment (5-10 lakh) - Vento, Jetta**
- **Premium car segment(10-25 lakh) - Touareg**
- **Luxury car segment (25+ lakh) - Beetle, Passat**

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