Volkswagen Group in India
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Thank you

VOLSWAGEN GROUP HAS
TOTAL OF 220
PRODUCTION MODELS
RIGHT FROM SMALL CARS
TO TRUCKS.

VISION
Go Green
Our Vision: to become the world's most eco-friendly automobile manufacturer.
We already have an impressive range of fuel-efficient diesel, petrol, gas and hybrid vehicles. Blue Motion, Blue Motion Technology, Blue TDI and TSI Eco Fuel are only few examples of the milestones to leading our VISION.

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Das Auto.

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HISTORY OF VOLKSWAGEN

Literally, the word "volkswagen" means "people's car."
In Germany,in the year 1930, Ferdinand Porsche had just set up an automotive design company. Later in 1933, Adolf Hitler met Ferdinand Porsche to discuss Hitler's idea of a volkswagen. Hitler proposed a people's car that could carry 5 people, cruise up to 62mph, return 33mpg, and cost only 1000 Reich Marks. This was an opportunity for Porsche to push his idea of a small car foward, as was it to help Hitler get a real people's car for the citizens of Germany. Volkswagen was finally established in 1937 by the German Labour Front which served the Nazi Trade union.

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Ferdinand Porsche

- Volkswagen was born out of the will of Adolf Hitler.

- In 1941, the great factory was built and the first product i.e. car of factory is "Beetle"
- Unfortunately, the factory broke out of WW II meant it was soon converted into an arsenal.
- After the war, the Volkswagen factory came under the control of British forces. And they helped the German to rebuild the factory and renamed the town to Wolfsburg.

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BOARD OF MANAGEMENT

(from left to right)

Dr. Michael Macht
Production

Rupert Stadler
Chairman of the Board of Management of AUDI AG

Prof. Dr. Martin Winterkorn
Chairman of the Board of Management

Christian Klingler
Sales and Marketing

Hans Dieter Pötsch
Finance and Controlling

Prof. Dr. Horst Neumann
Human Resources and Organization

Dr. Francisco Javier Garcia Sanz
Procurement

Prof. Dr. Jochem Heizmann
Commercial Vehicles

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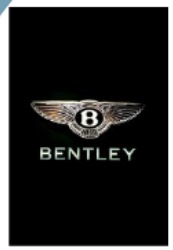
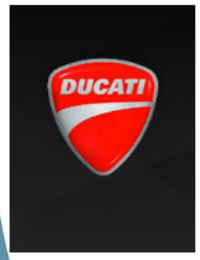


The Group is made up of twelve brands from seven European countries: Volkswagen, Audi, SEAT, ŠKODA, Bentley, Bugatti, Lamborghini, Porsche, Ducati, Volkswagen Commercial Vehicles, Scania and MAN.
Each brand has its own character and operates as an independent entity on the market. The product spectrum extends from low-consumption small cars to luxury class vehicles. In the commercial vehicle sector, the product offering ranges from pick-ups to buses and heavy trucks.



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Volkswagen Group in India

The Volkswagen Group is represented by three brands in India: Volkswagen, Audi and Skoda.With its headquarters in Pune, Maharashtra (India)
The Volkswagen Group has completing 10 years of its India journey which began with the entry of the Skoda brand in 2001, Audi brand and Volkswagen brand in 2007.

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Major objective of Volkswagen Group to enter in Indian market was to strengthen their position in Asia-Pacific Market.

Volkswagen group has Two manufacturing plant in India, in Chakan (Pune) and Aurangabad.

Volkswagen Group is planning to make India a Manufacturing Hub in Asia-Pacific Region and start exporting vehicles South-Africa and other parts of Asia-Pacific region.

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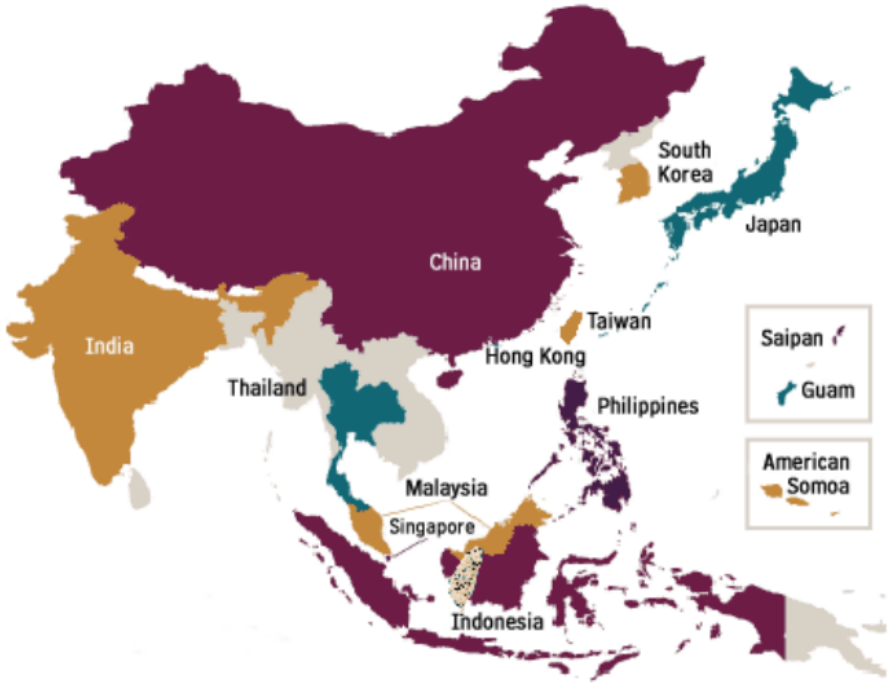

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MISSION
“Our Mission is to make the Volkswagen Group the leading automaker by 2018 – economically and ecologically.”