

COMPARITIVE ANALYSIS

World's Largest Automakers

12 Months 2016

	Q4 2015	Q4 2016	%
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%

Source: Statista.com, 1/12/17, 10/31/16, 10/31/16, 10/31/16

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



The Golden Years!!

February 17th 1937, sales crossed 15 million units of the Beetle sold, thus surpassing the Ford Model T as the most popular car in the world, a title which is still held to this day.

When sales declined, VW works had to do some generation of cars with four wheel drive and heavy payload engines, the Beetle, Beetle Cabrio, and Beetle.



Under the VW Umbrella!!

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Heads of Sales and Marketing

Christian Klingner - Head, member for sales and marketing

Stefan C. Schuster - Head, global marketing for Volkswagen passenger cars

Karol Tancos - Head of marketing and PR for Indian passenger cars operations

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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 best of both"
- 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 Fuhrer's pet project - To give "joy" to his people!!
- Austrian automotive engineer - Ferdinand Porsche



Maruti Suzuki India Limited: Marketing

YSIS

3.8%
1.3%
3.1%

Under the VW Umbrella!!



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Heads of Sales and Marketing

Christian Klinge - Board member for sales and marketing

Kayser Christian - Head, global marketing for Volkswagen's passenger cars

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

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The Golden Years!!

February 17th 1972, sales crossed 13 million units of the Beetle sold, thus surpassing the Ford Model T as the most popular car in the world, a title which it still holds to this day

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



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Maruti Suzuki India Limited: Marketing



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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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