

COMPARITIVE ANALYSIS

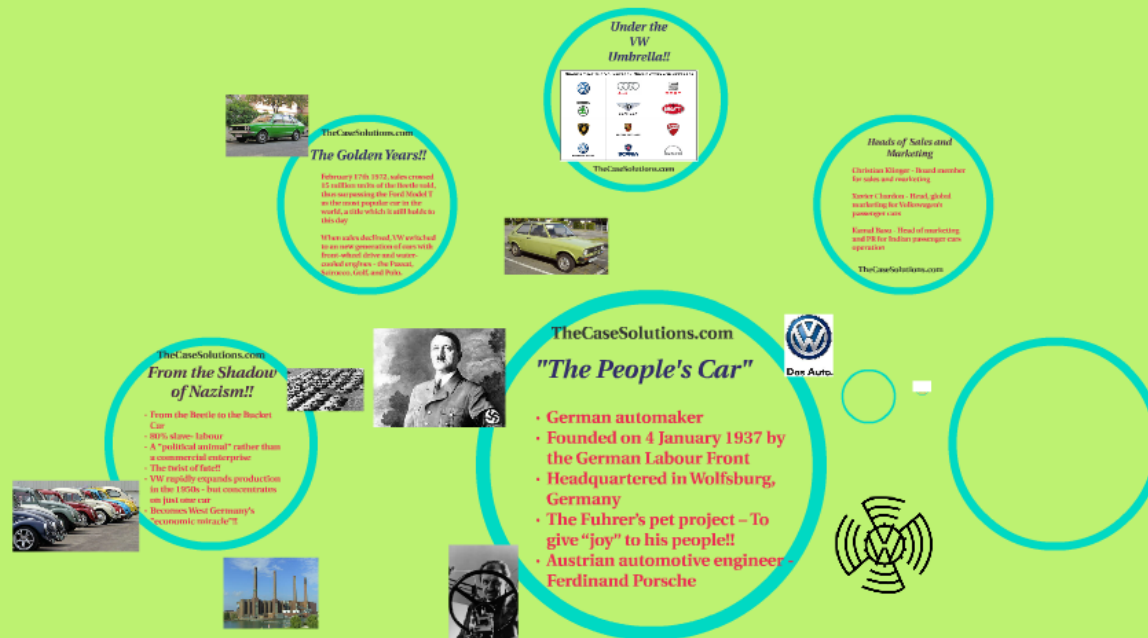
World's Largest Automakers

12 Months 2016

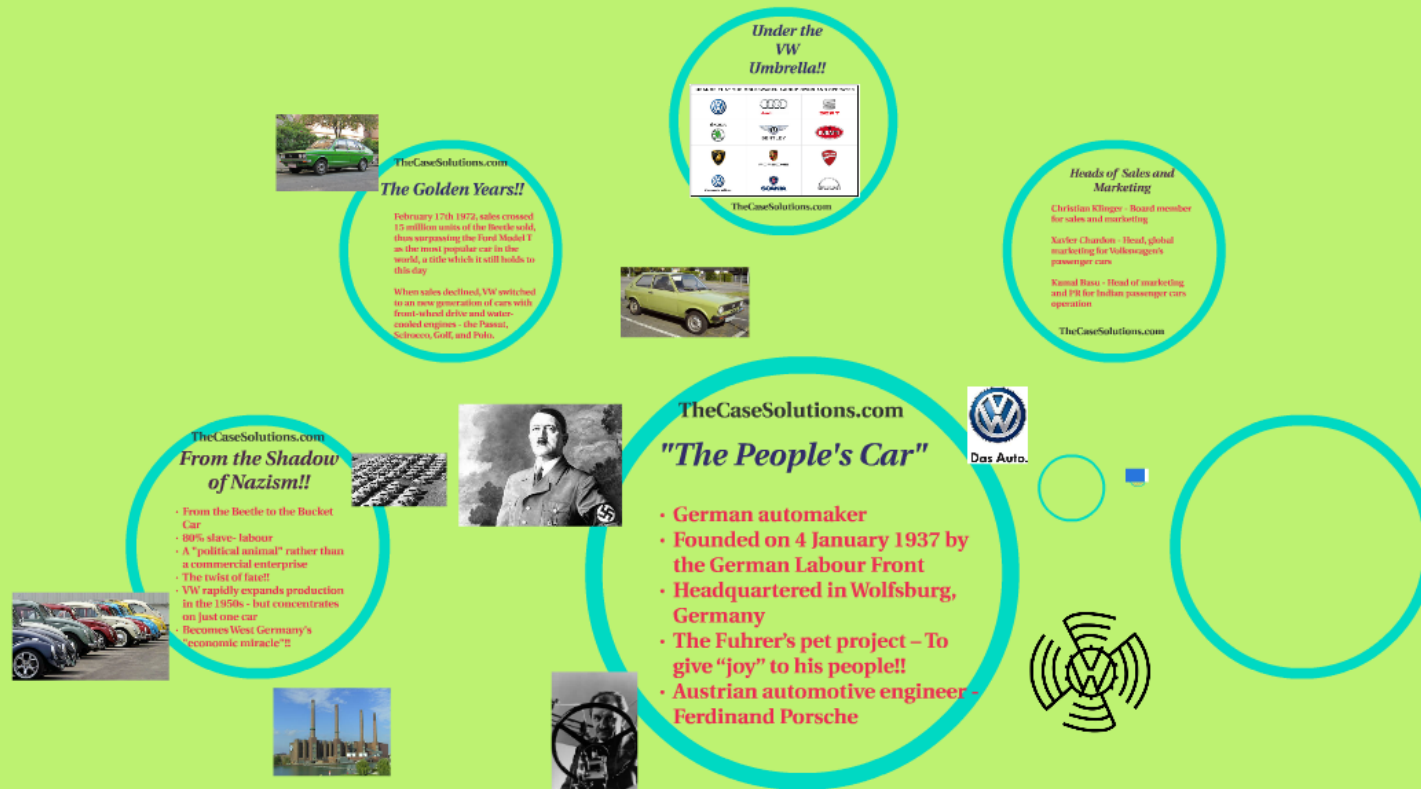
	Jan. 2016	Dec. 2015	% Chg.
 Volkswagen	10,312,400	9,930,500	3.8%
 TOYOTA	10,213,486	10,083,783	1.3%
 General Motors	9,574,771	9,800,000	-3.1%

Source: Bloomberg L.P., 2016. VW, Toyota, Toyota Motor, General Motors

- 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



Managing Stakeholders with Corporate Social Responsibility, Course Overview



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"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



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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 twist of fate!!
- VW rapidly expands production in the 1950s - but concentrates on just one car
- Becomes West Germany's "economic miracle"!!





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The Golden Years!!

February 17th 1972, 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 it still holds to this day

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.

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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