

COMPARITIVE ANALYSIS

World's Largest Automakers

12 Month 2016

| | Jan. to Dec. 2015 | Jan. to Dec. 2014 | % 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: www.oica.net, OICA, 2016. See www.oica.net for details. © The Case Solutions

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



The Golden Years!!

February 17th, 1932, sales crossed 12 million units of the third model (then surpassing the Ford Model T in the most popular car in the world, a car which is still sold to this day)

When sales declined, VW started to use new generations of cars with front wheel drive and water-cooled engines - the Passat, Santana, Golf and Polo.

Under the VW Umbrella!!

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Heads of Sales and Marketing

Christian Kluge - Board member for sales and marketing

Stefan Christen - Head, global marketing for Volkswagen's passenger cars

Karel Hess - Head of marketing and PR for Indian passenger cars operation

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From the Shadow of Nazism!!

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



"The People's Car"

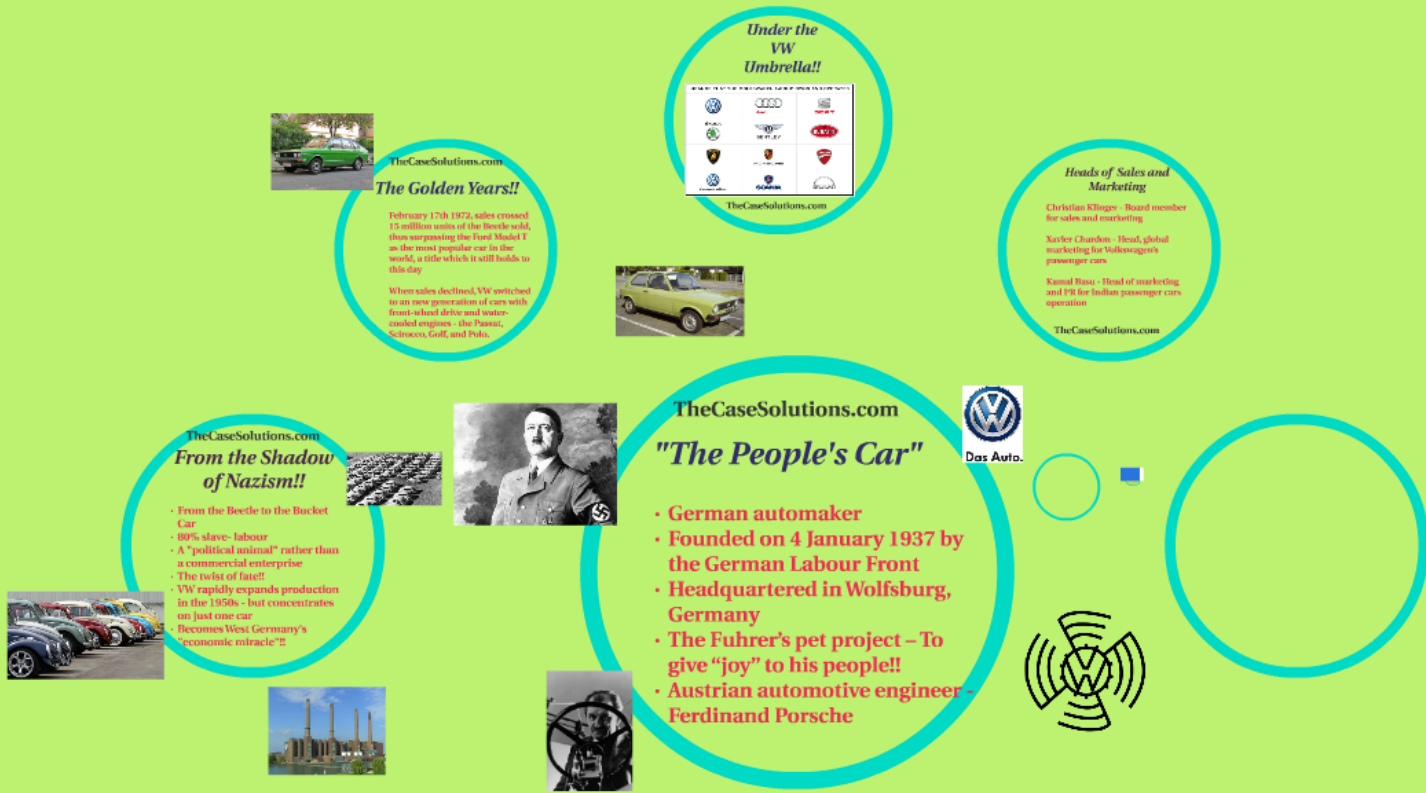
- German automaker
- Founded on 4 January 1937 by the German Labour Front
- Headquartered in Wolfsburg, Germany
- The Fuhrer's pet project - To give "joy" to his people!!
- Austrian automotive engineer - Ferdinand Porsche



Philips Marketing Journey (B)

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| |
|------|
| 3.8% |
| 1.3% |
| 3.1% |



Philips Marketing Journey (B)



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"The People's Car"

- **German automaker**
- **Founded on 4 January 1937 by the German Labour Front**
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- **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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