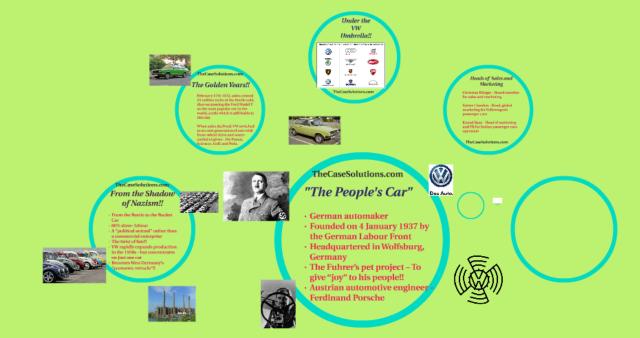
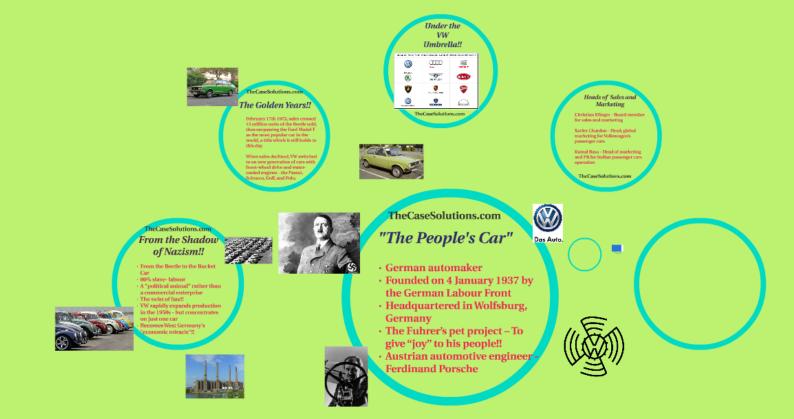
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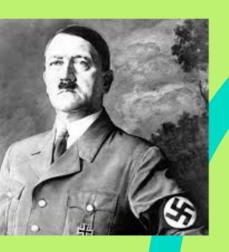


organicKidz: Marketing Strategy

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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!!



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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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