

COMPARITIVE ANALYSIS

World's Largest Automakers

	Jan. 2015	Jan. Dec. 2014	%Y
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., VW, Daimler, Toyota, Ford Motor, Fiat, Renault

- 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



TheGoldenYears!!

Between 1970-1973 Volkswagen sold 15 million units of the Beetle II on the west european car in the world, a title which is still holds its place

When sales declined, VW started to sell a new generation of cars with those robust drive and more powerful engines - the Passat, Golf, Jetta, and Polo.

Under the VW Umbrella!!



Heads of Sales and Marketing

Christian Kluge - Head member for sales and marketing

Stefan Jansen - Head, global marketing for Volkswagen passenger cars

Karel Kain - Head of marketing and IT for Volkswagen commercial vehicles

From the Shadow of Nazism!!

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



TheCaseSolutions.com "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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YSIS

3.8%  
1.3%  
3.1%

### Under the VW Umbrella!!



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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 an new generation of cars with front-wheel drive and water-cooled engines - the Passat, Scirocco, Golf, and Polo.



### Heads of Sales and Marketing

Christian Klingner - Board member for sales and marketing

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

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

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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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