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## 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 Sales by Region, by Month. VW.com

- 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

### The Golden Years!!

February 1936 1937, sales crossed 15 million units of the Beetle sold, thus becoming the first World T in the most popular car in the world, a car which is still sold to this day

When sales declined, VW switched to an new generation of cars with front wheel drive and more useful engines - the Passat, Jetta, Golf, and Polo.

### Under the VW Umbrella!!



### Heads of Sales and Marketing

Christiano Kluge - Head of sales and marketing

Stefan J. Jander - Head, global marketing for Volkswagen's passenger cars

Karl H. H. Head of marketing and PR for Volkswagen passenger cars operation

### "The People's Car"

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

### From the Shadow of Nazism!!

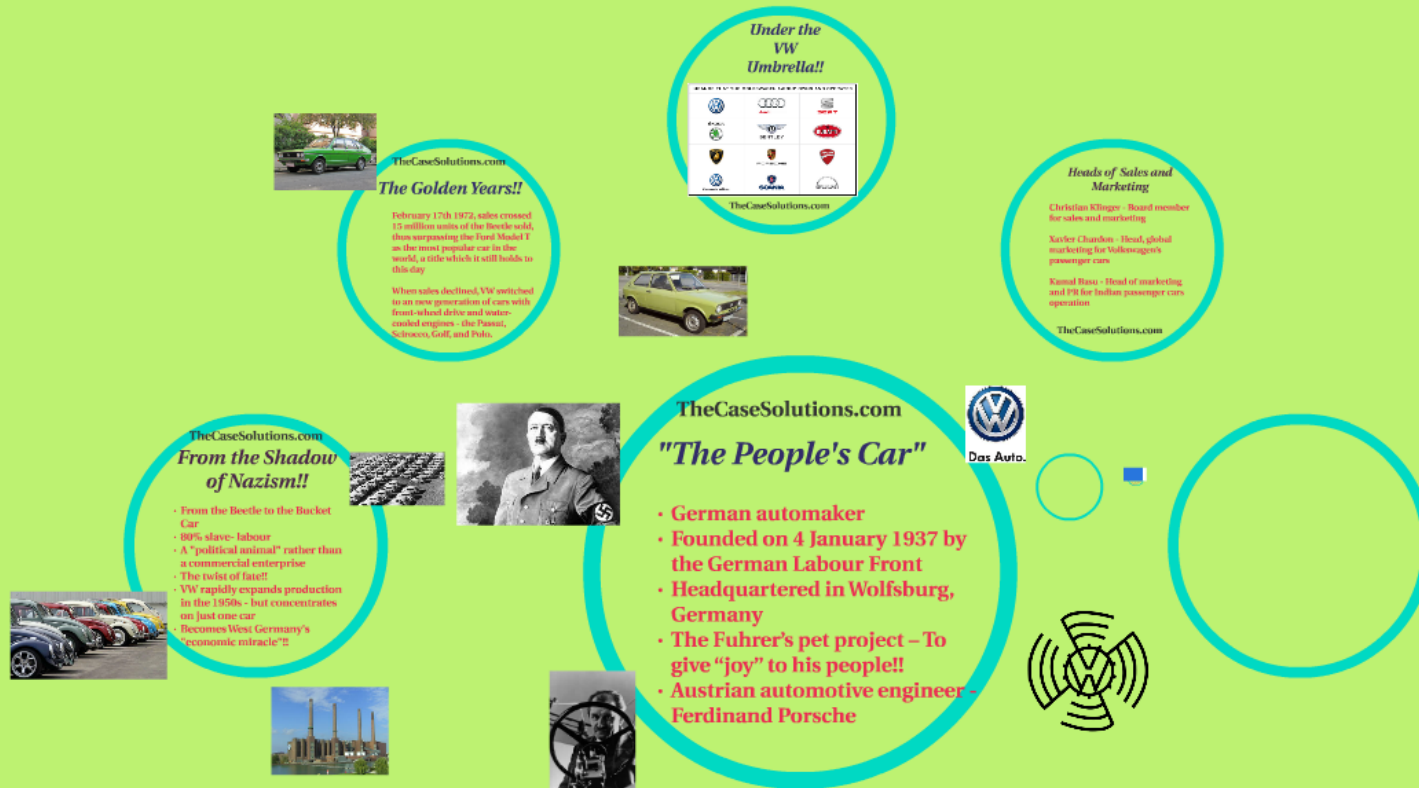
- From the Beetle to the Beetle Car
- 80% slave labour
- A "political animal" rather than a commercial enterprise
- The end of the road!!
- VW rapidly expands production in the 1930s - but concentrates on just one car
- Becomes West Germany's "economic miracle"!!

## Lessons from Pharmaceutical Product Litigation: Merck and the Vioxx Withdrawal, Cona & McDarby vs. Merck, Video Supplement

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YSIS

3.8%  
1.3%  
3.1%



**Lessons from Pharmaceutical Product Litigation:  
Merck and the Vioxx Withdrawal, Cona & McDarby  
vs. Merck, Video Supplement**



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## *"The People's Car"*

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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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