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## COMPARITIVE ANALYSIS

### World's Largest Automakers

	Q4 2014	Q4 2013	%C
 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%

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



### The Golden Years!!

February 17th 1976 sales crossed 15 million units of the Beetle sold, thus becoming the first World F in the most popular car in the world, as only which is still holds to this day

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

### Under the VW Umbrella!!



### Heads of Sales and Marketing

Christian Kluger - Head executive for sales and marketing  
 Dieter Zetsche - Head, global marketing for Volkswagen's passenger cars  
 Harald Bauer - Head of marketing and PR for Indian passenger cars operation

### From the Shadow of Nazism!!

- From the Beetle to the Bucket Car
- 80% slave-labour
- A "political animal" rather than a commercial enterprise
- The veil of Nazi!!
- 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 Führer's pet project – To give "joy" to his people!!
- Austrian automotive engineer Ferdinand Porsche



# Leadership in Law: Amy Schulman at DLA Piper, Video

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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

Maxler 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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Das Auto.



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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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