



Thank you,
Any questions?

Volkswagen Group Case Solution Harvard Case
Solution & Analysis

Volkswagen Group

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GROUP TWO

Volkswagen Family Overview

The Volkswagen Group is European company that primarily focuses on the automobile industry. It is a multinational corporation that was founded in 1937, although many of its individual subsidiaries out date the group itself. They are the largest car company on the planet with revenues amounting to over 260,000,000,000 US Dollars in 2012.

Buss, Dale. "Volkswagen Group Looks to Expand Family of Brands With Low-Cost Entrant."
"Volkswagen AG Profile."
"World's Biggest Auto Companies 2013."

	 Audi	 SEAT
ŠKODA 	Experience D[r]iversity.	 BENTLEY
		
 Commercial Vehicles	 SCANIA	

History of the Volkswagen Group

Volkswagen itself was formed in Nazi-controlled Germany. Its purpose was to provide cars for the common people. Adolf Hitler was involved in the early end of the company, mandating that the citizens of the Third Reich had access to affordable cars designed for the people. Thus the original price of 990 RM and the name were derived from Hitler's influences. VW, along with Porsche motor company, focused on producing German WW2 military vehicles. Volkswagen has been extremely aggressive with mergers and acquisitions through its history. To date, The VW Group owns 12 major automotive companies, and is a major shareholder in several other companies. They are headquartered in Wolfsburg Germany, but they have over 60 production facilities across Europe, Africa, South America, Australia, and even North America. They currently employ over a half of a million people and produce more than 25,000 vehicles a day.

Bernstein, Marty. "The VW Story."

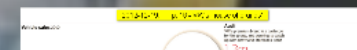
"The Group."

"Top 10 Car Manufacturing Companies."



Subsidiaries of the VW Group

Passenger Cars	Commercial Vehicles
Audi	MAN
Bentley	Scania



Subsidiaries of the VW Group

Passenger Cars

Audi
Bentley
Bugatti
Lamborghini
Porsche
SEAT
Škoda
Volkswagen

Motorcycles

Ducati

Commercial Vehicles

MAN
Scania
Volkswagen Commercial Vehicles

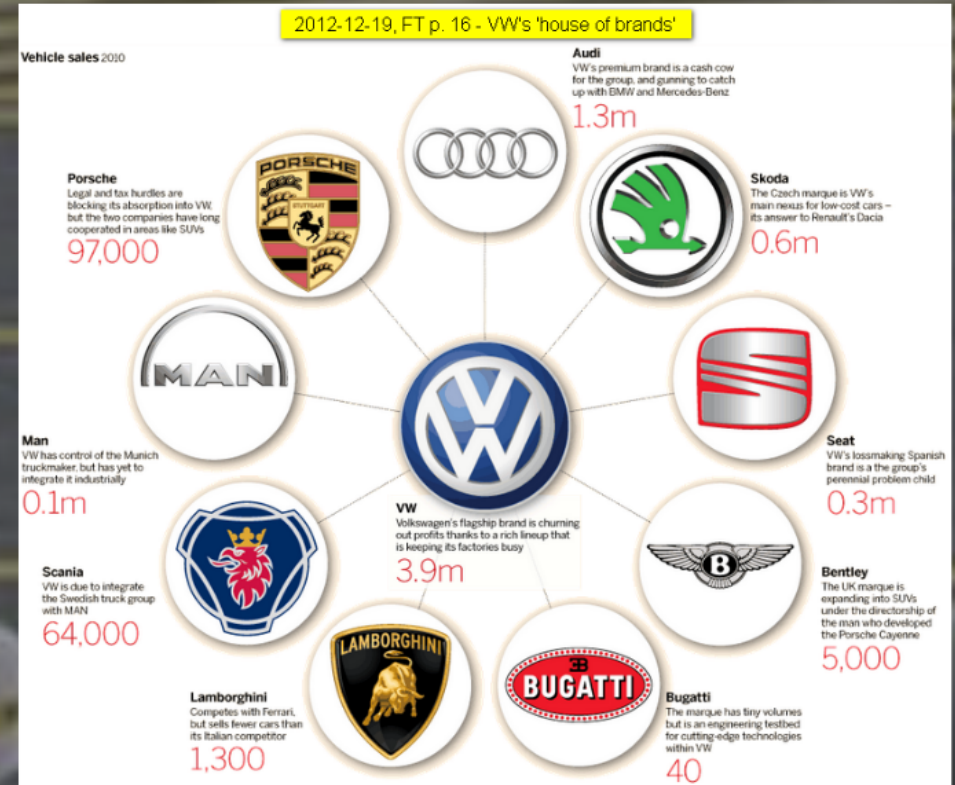
Other Divisions + Interests

Italdesign Giugiaro
IAV Engineering
Suzuki
quattro

The Volkswagen Group also has many regional divisions, a small Airline, and multiple financing divisions. They also own several companies that are no longer operating.

"The Group."

"Volkswagen Will Not Be Making Any New Acquisitions and Instead Will Focus on Integrating All of Its Makes."



Owners and Key People

The current chairman of the board at VW is Ferdinand Piëch, whose family has long been involved in both VW and Porsche. Martin Winterkorn is the CEO and Dr. Hans Dieter is the CFO.

There are 5 major owner demographics in the VW Group. The biggest with over 30% of the stock and over 50% of the voting power is actually Porsche Automobil Holding SE, the company that originally owned Porsche. Institutional Investors own almost 30% of the stock combined, but little voting power. Qatar Holding LLC, investing venture owned by the nation of Qatar, owns 16% of the stock and vote. The German State of Lower Saxony owns 12% of the stock and 20% of the vote. And about 10% of the stock and vote is owned by private shareholders.

"The Group."

"Volkswagen AG Profile."

