September 12th , 2017

Audi AG

Neuburger Str. 75

Ingolstadt, Germany

Reference: Application Audi International Trainee Programme starting in March 2018

Dear Sir or Madam,

It is with great excitement that I hereby write you with my application for the Trainee Programme. My motivation stems from my inner drive to work for an impactful and innovative company, where state-of-the-art technology is developed and sustainability is key. In my perception, not only is Audi that company, but Audi was also one of the few automotive companies that managed to excel during times of economic downturn, which was after the crisis of 2007-2008. It is because of these reasons that I feel eager to start my career at Audi, be able to learn as much as possible from its successful management and strategy, and contribute to its development in a rapidly changing world.

I believe I can add great value to the company with my personality, which is driven by my urge for continuous improvement, in addition to my curiosity to discover the unknown and get involved. I easily adopt to different situations and enjoy dynamic environments. Feedback in previous positions consistently emphasized my positive attitude, good analytical skills, and solution-oriented mind-set. I always keep an open mind, listen well, and successfully integrate different people’s opinions.

These traits are reflected in every aspect of my life, including my frequent involvement in social committees, (voluntary) student jobs and professional projects. Even during my spare time which I preferably spend travelling or doing sports (this letter is written from Medellín, Colombia), it results in receiving rare life lessons from indigenous cultures, invitations to local dinner parties, and challenging myself with dizzying hikes.

Relevant professional experiences for my contribution to the programme include my 1.5 years at Research Project Maastricht running acquisitions, where I among others developed my analytical, marketing, and sales skills. Here I learned to convince companies of every size and industry to hire me and my team as their consultants in China. Next to this, consulting NTS’ high tech manufacturing plant in Shanghai has brought me considerable experience and vision on how to implement efficiency improving strategies within each department of the firm and how to effectively communicate it. In addition, my part-time (sales) jobs at Ziggo and Maastricht University taught me how to build customer relationships, pursue targets and aim for growth.

I strive to take an intrapreneurial role within the company in line with my enterprising spirit that is reflected in activities I participated in, such as winning the new venture creation challenge of the ESA or my involvement in the launch of a peer-to-peer rental platform. Together with my dedication, hard work, and enthusiasm I aim to leverage these competencies and experiences to the benefit of Audi.

The international trainee programme would kick-start my career and professional learning curve, which is in line with my ambition to learn as much as possible and be on top of technological developments. The position provides the opportunity to get acknowledged with the daily operations of various divisions, which allows one to get a more holistic understanding of the company’s operations, from its design and material sourcing to its after sales service. This in turn would empower me to develop a clear vision on how to innovatively manage one of the most successful firms in the automotive industry to decrease its environmental impact, and stay ahead of competitors. I hope to be able to elaborate on my motivations in an interview.

Yours sincerely,

Sophie van Kol