

Volkswagen

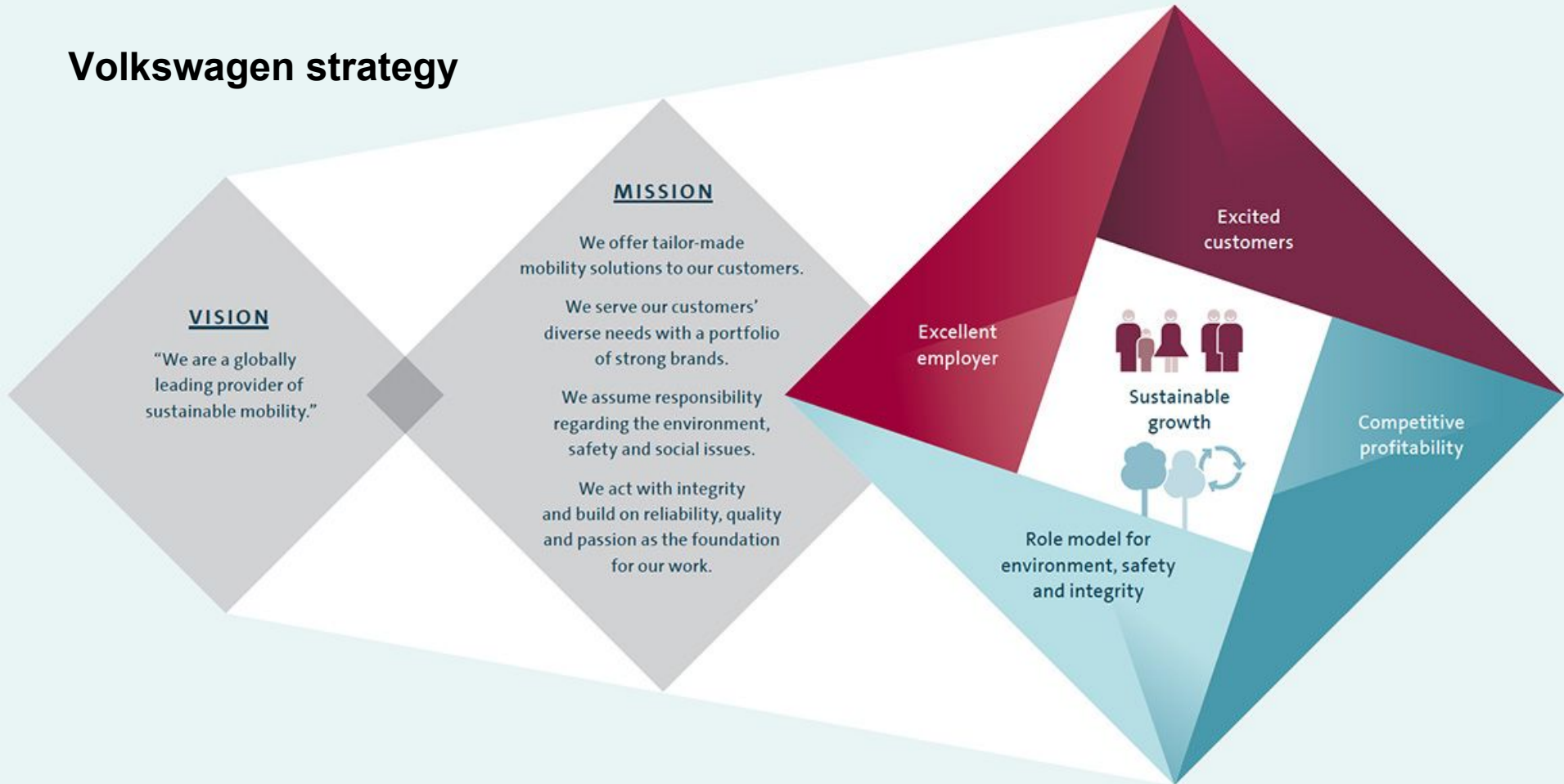


Who are they, and why the name?

Volkswagen, shortened to VW, is a German automaker founded on May 28, 1937 by the German Labour Front and headquartered in Wolfsburg. It is the flagship marque of the Volkswagen Group, the largest automaker by worldwide sales in 2016.

While “Volks” in German stands for people, “Wagen” stands for car.

Volkswagen strategy



Logo



VOLKSWAGEN LOGO EVOLUTION

Initial logo



Volkswagen Logo in 1939

- Inspired by the Nazi flag.



Before World War II Logo

- The logo was then changed since the original looked like a pedestal fan.



After World War II IOGO

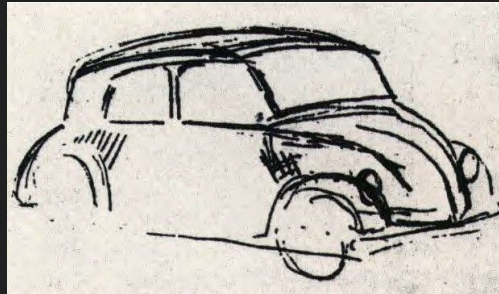
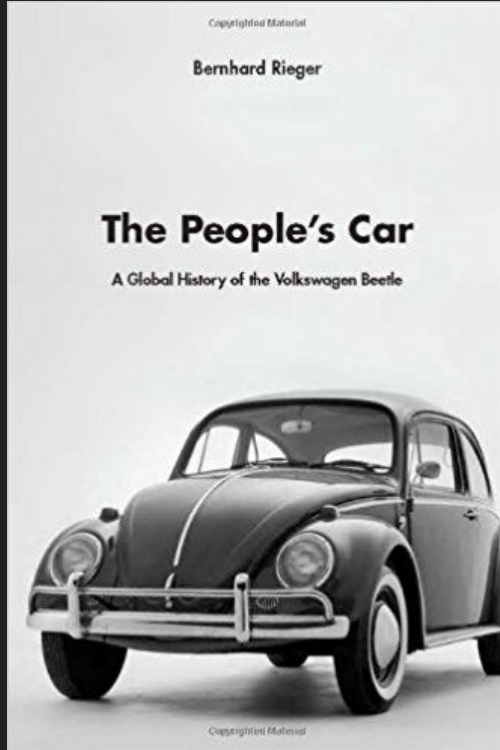
- Inspired by the beetle with its round design.



- The rest of the logos were full of iterations relating to colour blends, and the 3D effect.
- The final logo was a collaboration for the iterations with the 3D effect.



The beetle



An idea that came from Hitler would become the best-selling car of all time. Jonathan Glancey explains our enduring love for the Volkswagen Beetle

As its name made clear, the Volkswagen was truly a 'People's Car', and, although many modifications were made between 1945 and 2003, the first and last Beetles were clearly peas in the same mechanical pod.

Herbie



Innovations – The new Golf

1974

Golf I



- **Front-wheel drive**
- Transverse engines
- GTI

1983

Golf II



- **ABS**
- Servo steering
- 3-point belts
- Catalytic converter
- Rust-through guarantee

1991

Golf III



- **Front & side airbags**
- TDI, SDI
- Variable turbine geometry
- VR6
- Schwungnutzungsautomatik
- Immobiliser
- Cruise control

1997

Golf IV



- **ESP**
- Dual clutch gearbox
- Natural gas
- Fully galvanised body
- Head airbag
- R32
- Brake assistant
- Xenon headlights

2003

Golf V



- **BlueMotion**
- FSI/TSI
- Laser welding
- Park Distance Control
- Rain sensor
- 6-/7-speed gearboxes
- Panoramic roof
- Bi-xenon
- Dipping rear-view mirror

2008

Golf VI



- **Navigation touchscreen**
- **Knee airbag**
- Park Assist
- Damper control DCC
- Common rail TDI
- Dyn. cornering light
- Reversing camera
- Automatic Stop/Start
- Battery regeneration
- Hill hold assist
- LED rear lighting
- **KESY**

2012

Golf VII



- **Multicollision brake**
- **Speed limiter**
- **Front transverse diff. lock**
- **Touch with proximity sensing**
- **Progressive steering**
- Automatically folding mirror
- LED fog lights
- PreCrash
- Park Assist 2
- City Emergency Braking
- Fatigue detection
- Traffic sign detection
- Park Pilot
- Dynamic Light Assist
- Lane Assist
- Front Assist
- Adaptive Cruise Control
- Electric parking brake
- Driving profile selection
- Cylinder deactivation
- Deluxe climate window
- Panoramic tilt/slide sunroof
- Ergonomic seats
- Run-flat tyres
- Ambience lighting

Brand Value

VW profits down 20% after diesel emissions scandal

[Guardian 2016]

Continued to fall in the wake of the diesel emissions scandal. Loss in more than 20 years after setting aside €16.2bn (£12.6bn)

Scandal



It's been dubbed the "diesel dupe". In September, the Environmental Protection Agency (EPA) found that many VW cars being sold in America had a "defeat device" - or software - in diesel engines that could detect when they were being tested, changing the performance accordingly to improve results. The German car giant has since admitted cheating emissions tests in the US.

"We've totally screwed up," said VW America boss Michael Horn, while the group's chief executive at the time, Martin Winterkorn, said his company had "broken the trust of our customers and the public". Mr Winterkorn resigned as a direct result of the scandal and was replaced by Matthias Mueller, the former boss of Porsche.

"My most urgent task is to win back trust for the Volkswagen Group - by leaving no stone unturned," Mr Mueller said on taking up his new post.