# Company Origin

Volkswagen (VW) is a German automobile manufacturer headquartered in Wolfsburg, Lower Saxony, Germany. The company was founded in 1937 by the German Labour Front under the Nazi Party and was revived into the global brand it is today post-World War II by British Army officer Ivan Hirst. Known for the iconic Beetle, VW serves as the flagship brand of the Volkswagen Group, which was the largest automotive manufacturer by worldwide sales in 2016 and 2017. The groups most significant market is China (including Hong Kong and Macau), which delivers 40 percent of its sales and profits. The name Volkswagen is derived from the German-language terms Volk and Wagen, translating to peoples car.

# History

Volkswagen was established in 1937 as part of the Strength Through Joy (Kraft durch Freude) program in Berlin. During the early 1930s, cars were a luxury, and most Germans could afford nothing more elaborate than a motorcycle. Seeking a potential new market, some car makers began independent peoples car projects.

Ferdinand Porsche, a well-known designer for high-end vehicles and race cars, had been trying for years to get a manufacturer interested in a small car suitable for a family. He built a car named the Volksauto in 1933, using many popular ideas and several of his own, putting together a car with an air-cooled rear engine, torsion bar suspension, and a beetle shape.

In 1934, Adolf Hitler ordered the production of a basic vehicle capable of transporting two adults and three children at 100 kmh (62 mph). The Peoples Car would be available through a savings plan at 990 ℛℳ (US396 in 1938). However, the project was not commercially viable, and only government support kept it afloat. Due to the outbreak of war in 1939, none of the participants in the savings scheme ever received a car.

Prototypes of the car called the KdF-Wagen appeared from 1938 onwards, and the first cars were produced in Stuttgart. During World War II, production shifted to military vehicles, including the Type 82 Kübelwagen and the amphibious Schwimmwagen. The company admitted in 1998 that it used 15,000 slaves during the war effort, with German historians estimating that 80 of Volkswagens wartime workforce was slave labor.

In April 1945, KdF-Stadt and its heavily bombed factory were captured by the United States armed forces and subsequently handed over to the British. The factory was placed under the control of British Army officer Major Ivan Hirst, who played a crucial role in reviving the company. The British Army placed a vital order for 20,000 cars in September 1945, stabilizing the acute social situation while re-establishing production.

From 1948, Volkswagen became an important element of West German regeneration. Heinrich Nordhoff, a former senior manager at Opel, was recruited to run the factory. The Beetle sedan or peoples car Volkswagen is the Type 1. Production of the Type 1 Volkswagen Beetle increased dramatically over the years, reaching one million in 1955. Volkswagen expanded its product line in the 1960s and 1970s, acquiring Auto Union and NSU Motorenwerke AG, which led to the creation of the modern Audi company. The pivotal model emerged as the Volkswagen Golf in 1974, which has been the mainstay of the Volkswagen line-up since its introduction.

# Mission

To help people live healthier lives and help make the health system work better for everyone.

# Vision

To enhance the performance of the health system and improve the overall health and well-being of people they serve. They aim to work with healthcare professionals and other key partners to expand access to high-quality healthcare so people get the care they need at an affordable price.

# Values

* Integrity
* Compassion
* Relationships
* Innovation
* Performance