# Company Thesis

Volkswagen AG (VW) is a German automobile manufacturer headquartered in Wolfsburg, Lower Saxony, Germany. Founded in 1937 by the German Labour Front, VW has evolved from its origins under the Nazi regime to become one of the worlds leading automotive brands. The company gained significant momentum post-World War II, thanks to the efforts of British Army officer Ivan Hirst, who played a pivotal role in reviving the brand. Volkswagen is renowned for its iconic Beetle and serves as the flagship brand of the Volkswagen Group, which was the largest automotive manufacturer by worldwide sales in 2016 and 2017.

Volkswagens journey is marked by resilience and innovation. The companys name, derived from the German words Volk (people) and Wagen (car), signifies its mission to produce affordable vehicles for the masses. Over the decades, VW has expanded its portfolio to include a diverse range of vehicles, from the compact Polo to the luxurious Audi and Porsche models. The groups biggest market is China, which accounts for 40 of its sales and profits, underscoring its global reach and influence.

The companys history is a testament to its ability to adapt and thrive amidst challenges. From its early days of producing the KdF-Wagen, which later became the Beetle, to its wartime production of military vehicles, VW has consistently demonstrated its capability to pivot and innovate. Post-war, the company played a crucial role in Germanys economic recovery, with models like the Beetle becoming symbols of reliability and affordability.

In recent years, Volkswagen has made significant strides in electric vehicle (EV) technology, reflecting its commitment to sustainability and innovation. The companys ambitious plans include launching at least 30 EV models by 2025, with a goal of having 20-25 of its annual sales volume consist of EVs. This shift towards electrification is further evidenced by its investment in Californian EV start-up Rivian, aimed at accelerating its software transformation and gaining access to cutting-edge EV architecture. Volkswagens strategic partnerships and acquisitions, such as its collaboration with Chinese EV maker Xpeng, highlight its proactive approach to staying competitive in the rapidly evolving automotive landscape.

Despite facing challenges, including the infamous Dieselgate scandal, VW has shown a remarkable ability to bounce back and continue its legacy of innovation and excellence. With a strong focus on electrification, digitalization, and sustainability, Volkswagen is well-positioned to navigate the future of the automotive industry. The companys robust financials, extensive global footprint, and commitment to technological advancement make it a compelling investment opportunity. As VW continues to evolve, it remains dedicated to its mission of delivering high-quality, innovative vehicles that cater to the diverse needs of its global customer base.

# Company Basics

## CEO (Tenure)

* Oliver Blume (since September 2022)

## Market Cap

* Not specified in the provided text.

## Multiples (Current year)

* Not specified in the provided text.

## 1, 3-Year, 5-Year Return (Ann. Through 42624)

* Not specified in the provided text.

## Business Mix (of 2023 Sales)

* Not specified in the provided text.

## Geographic Mix (of Sales)

* China accounts for 40 of VWs sales and profits.
* Other specific geographic sales percentages are not provided.

## Key Segments and Brands

* Volkswagen Group includes brands such as Volkswagen, Audi, Porsche, Bentley, Lamborghini, and Bugatti.

## Recent Strategic Moves

* Investment in Californian EV start-up Rivian to accelerate software transformation.
* Collaboration with Chinese EV maker Xpeng to develop new EV models.
* Ambitious plans to launch at least 30 EV models by 2025, aiming for 20-25 of annual sales volume to consist of EVs.

## Historical Context

* Founded in 1937 by the German Labour Front.
* Revived post-World War II by British Army officer Ivan Hirst.
* Known for the iconic Beetle and significant contributions to Germanys economic recovery post-war.

## Current Challenges and Focus Areas

* Addressing the impact of the Dieselgate scandal.
* Focusing on electrification, digitalization, and sustainability to stay competitive in the evolving automotive landscape.

## Financial Overview

* Robust financials with a strong global footprint.
* Commitment to technological advancement and sustainability.

This section provides a concise overview of Volkswagen AGs key facts and recent strategic initiatives, reflecting its current market positioning and historical significance.