



Deutsch-Brasilianische Wirtschaftstage 2008
Encontro Econômico Brasil-Alemanha 2008

Organization:



Cooperation:



Workshop 2

Changes in Automotive Industry: New Markets – Different Technologies?

Dr. Josef-Fidelis Senn
Volkswagen do Brasil

Cologne, August 25th, 2008





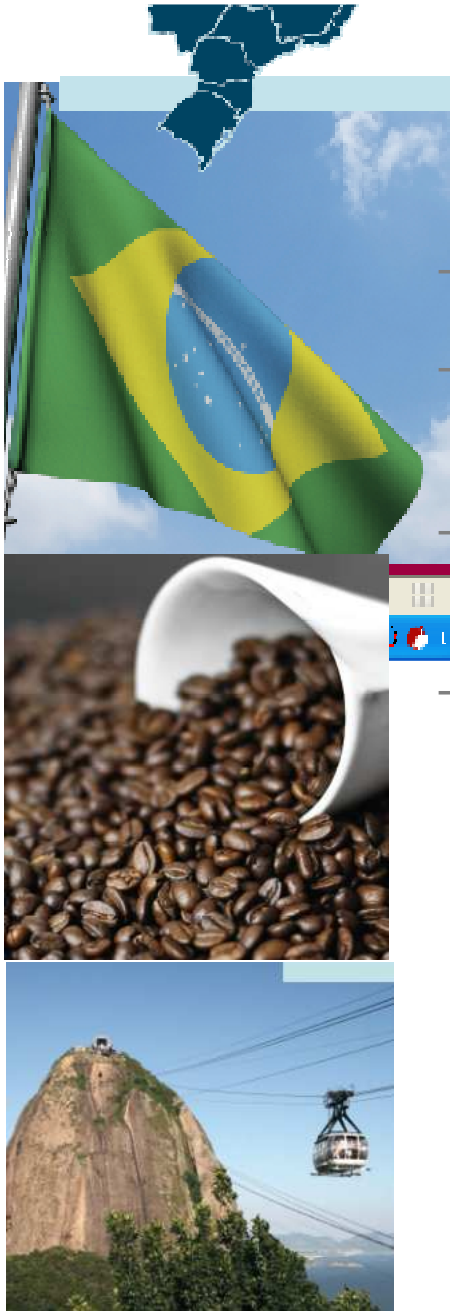
VW em do Brasil

Present in Brazil since 1953

Currently 5 plants are running in the country, with around 21 thousand employees

Only Brazilian Automaker with products in all market segments: cars, light commercials, trucks and busses

– US\$ 16.7 Billion Revenue in 2007



Volkswagen do Brasil



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Biggest Private Company in Brazil – 2007

(*Exame Magazine 2008 - Sales*)

RANK	RANK 2007	EMPRESA/SIGLA	SETOR	VENDAS		LUCRO	
				VALOR (em milhões)	CRESCI- MENTO (%)	LÍQUIDO AJUSTADO (em milhões)	LÍQUIDO LÍQUID (em milhões)
1	2	Volkswagen* São Bernardo do Campo, SP	Auto-indústria	14.742,8	NA	91	NA
2	1	Ambev* São Paulo, SP	Bebidas de Consumo	12.008,4	8,3	849,8	1.100,0
3	6	Vale* Rio de Janeiro, RJ	Mineração	12.026,3	18,8	17.833,5	11.270,0
4	2	São Paulo* Rio de Janeiro, RJ	Atacado	11.423,2	-6,8	140,7	200,0
5	8	Fluor* Santos, SP	Auto-indústria	11.400,2	33,2	992,7	1.000,0

- 3rd in overall ranking by sales
- 1st automaker in exports, employment and payroll

(*“Melhores & Maiores” - Exame Magazine 2008*)



Volkswagen do Brasil



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Best Company in Brazil – 2007 (Isto É Dinheiro - 2008)



Highlights:

- Innovation Management
- Human Resources Management

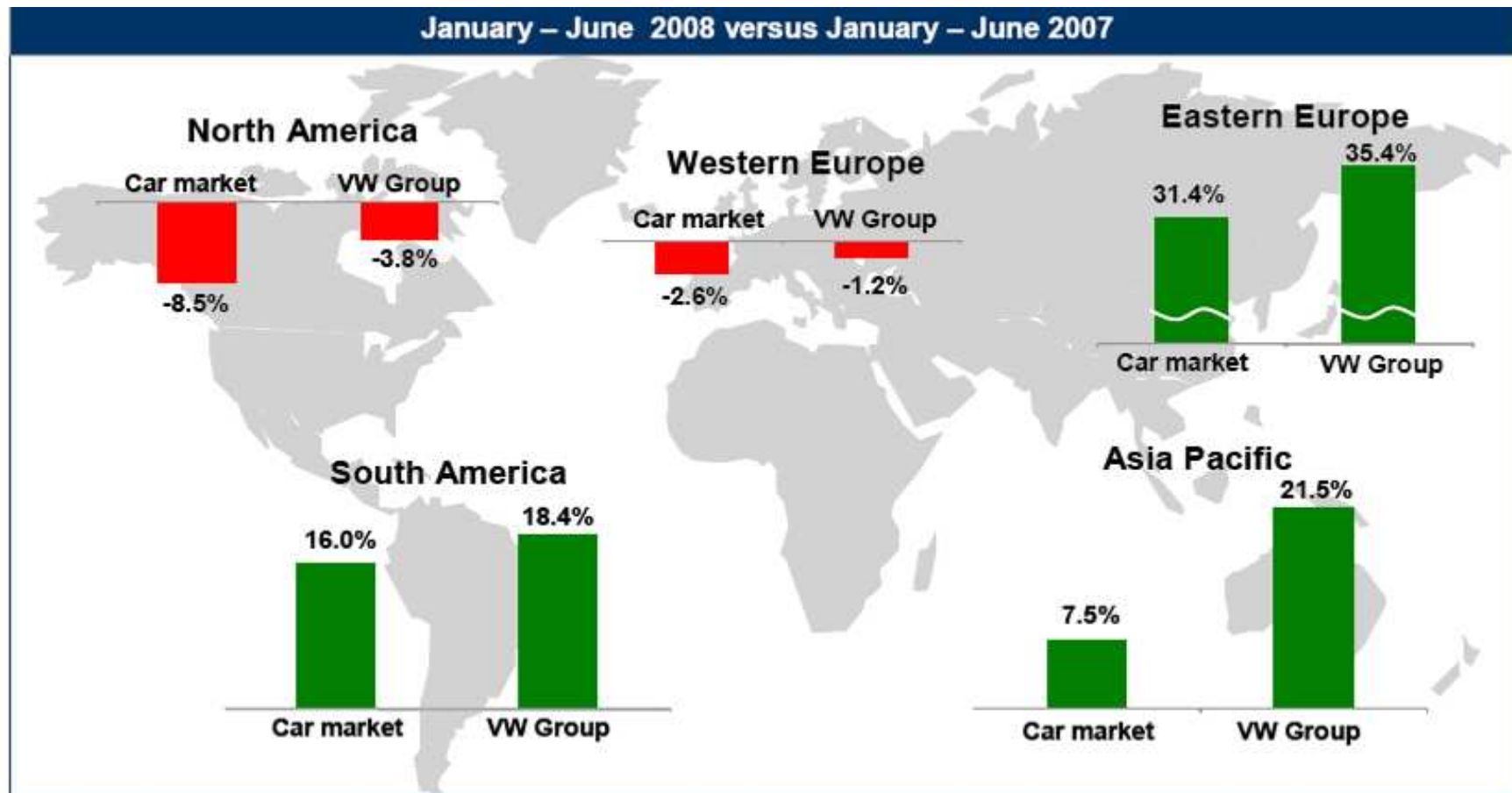


World Markets



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World car markets and deliveries to customers 1st half 2008 (comparison to 2007 in %)

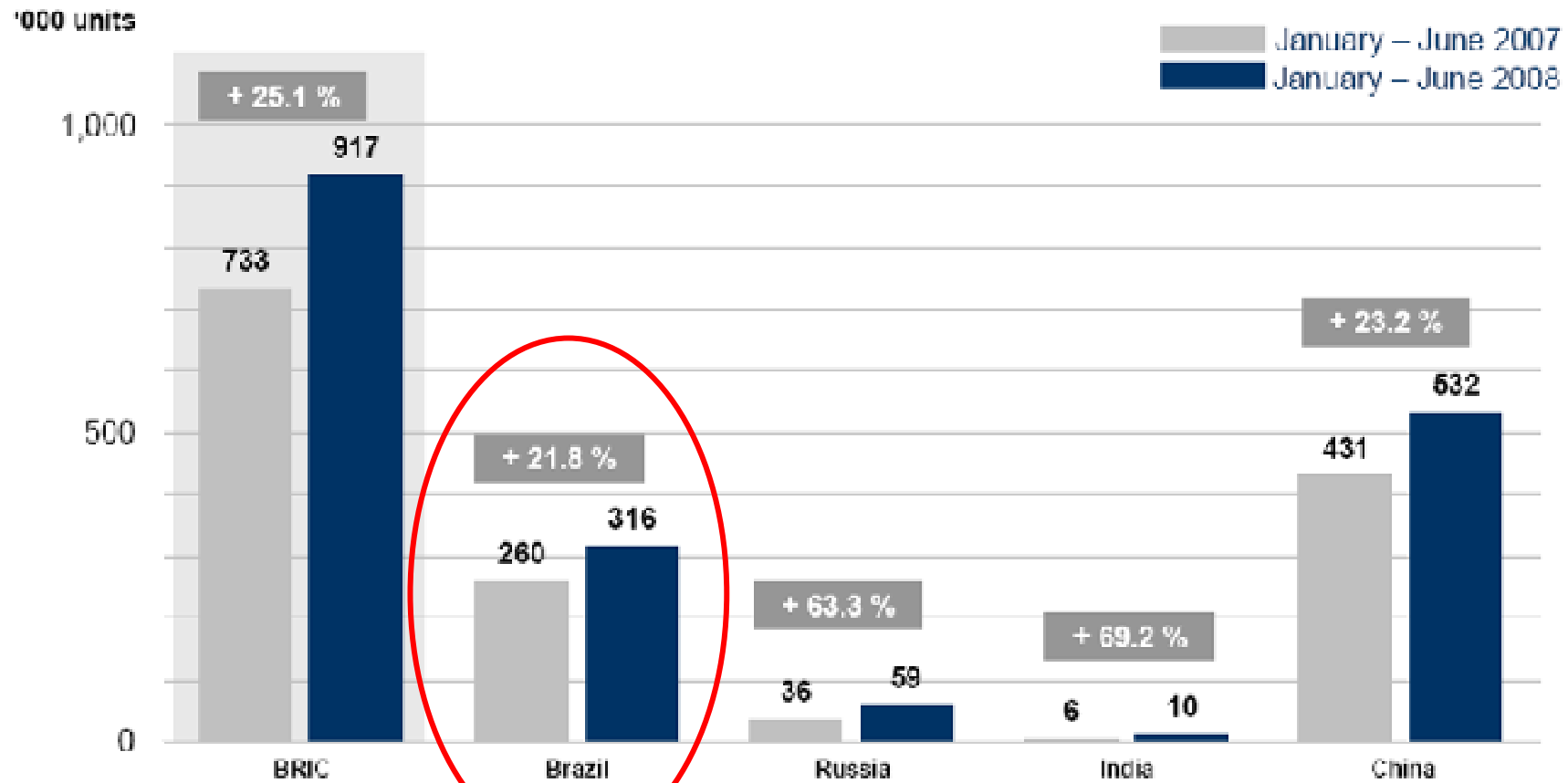


World Markets



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Volkswagen Group – Deliveries to customers – BRIC Market January – June 2008



New Markets – Different Demands



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Purchasing Power



Environment



Mobility



Design / Package / Power



Research & Development



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Development Centers of VW Group Worldwide

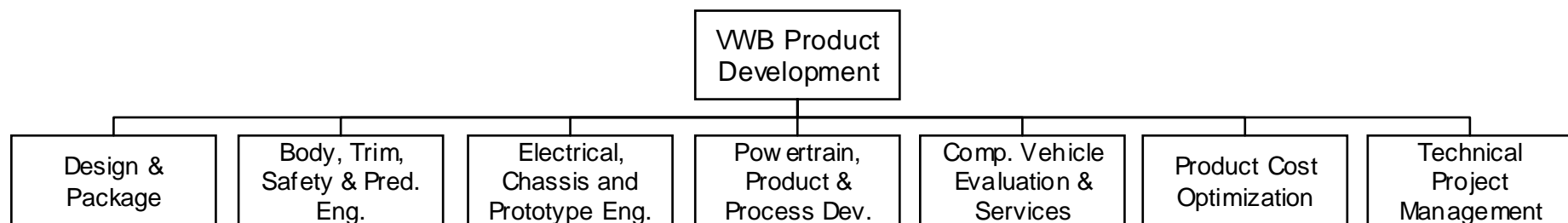


Research & Development



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Development Center at Volkswagen do Brasil



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Research & Development



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Development Center at Volkswagen do Brasil

- Since 50ths developing components;
- Since 70ths developing Complete Cars!



Research & Development



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Development Center Volkswagen do Brasil

Virtual Reality Center

Inaugurated on May 15th, 2008

Investment: €1,4 million



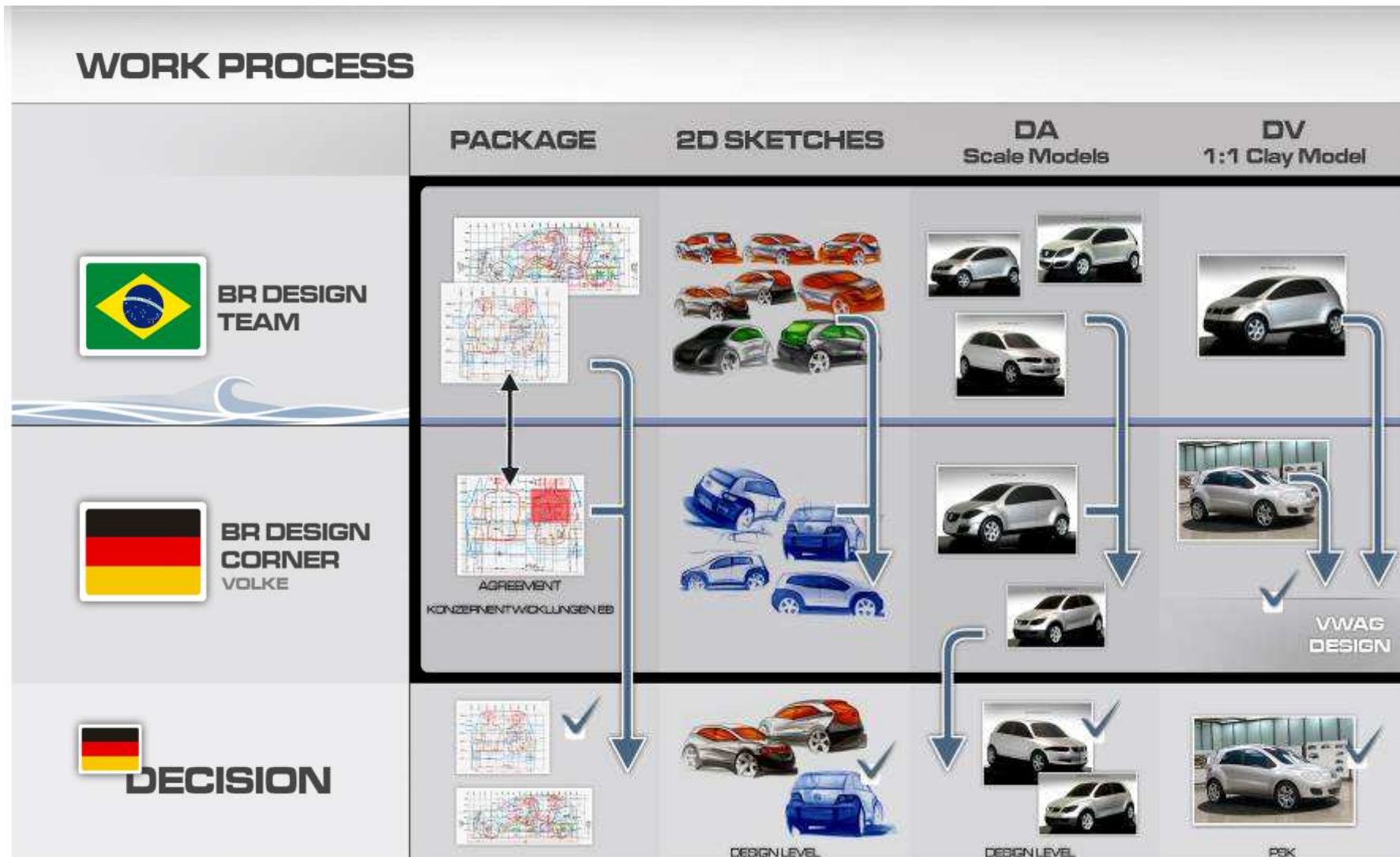
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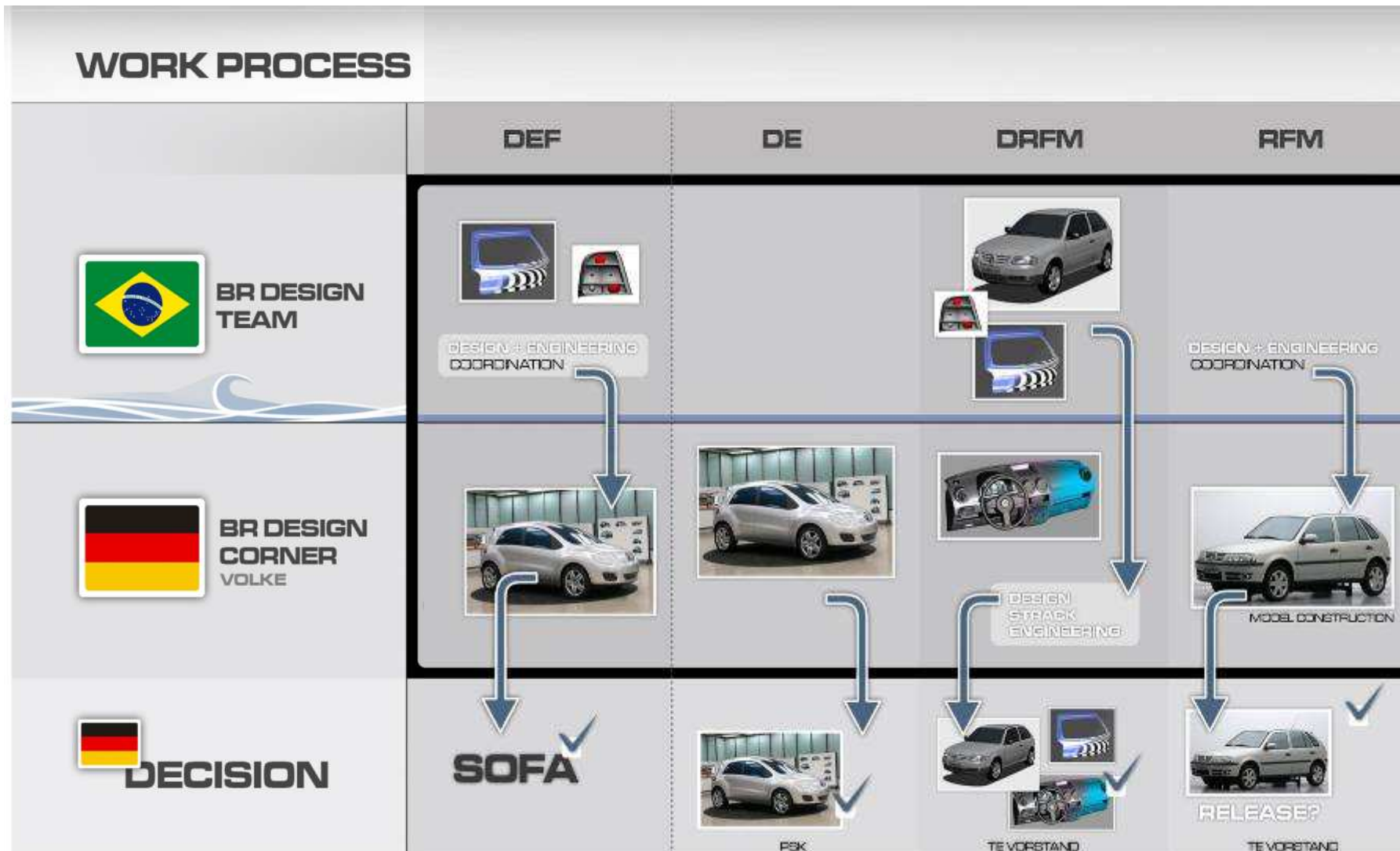
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Research & Development



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Brazilian Innovations



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Flex Fuel

Gol – 1st Car

March 2003



Você não precisa mais escolher entre um carro a álcool ou a gasolina. Basta escolher um Gol.

Gol Total Flex. O primeiro veículo do país movido a álcool e a gasolina.

TOTAL FLEX



Partnership



BOSCH

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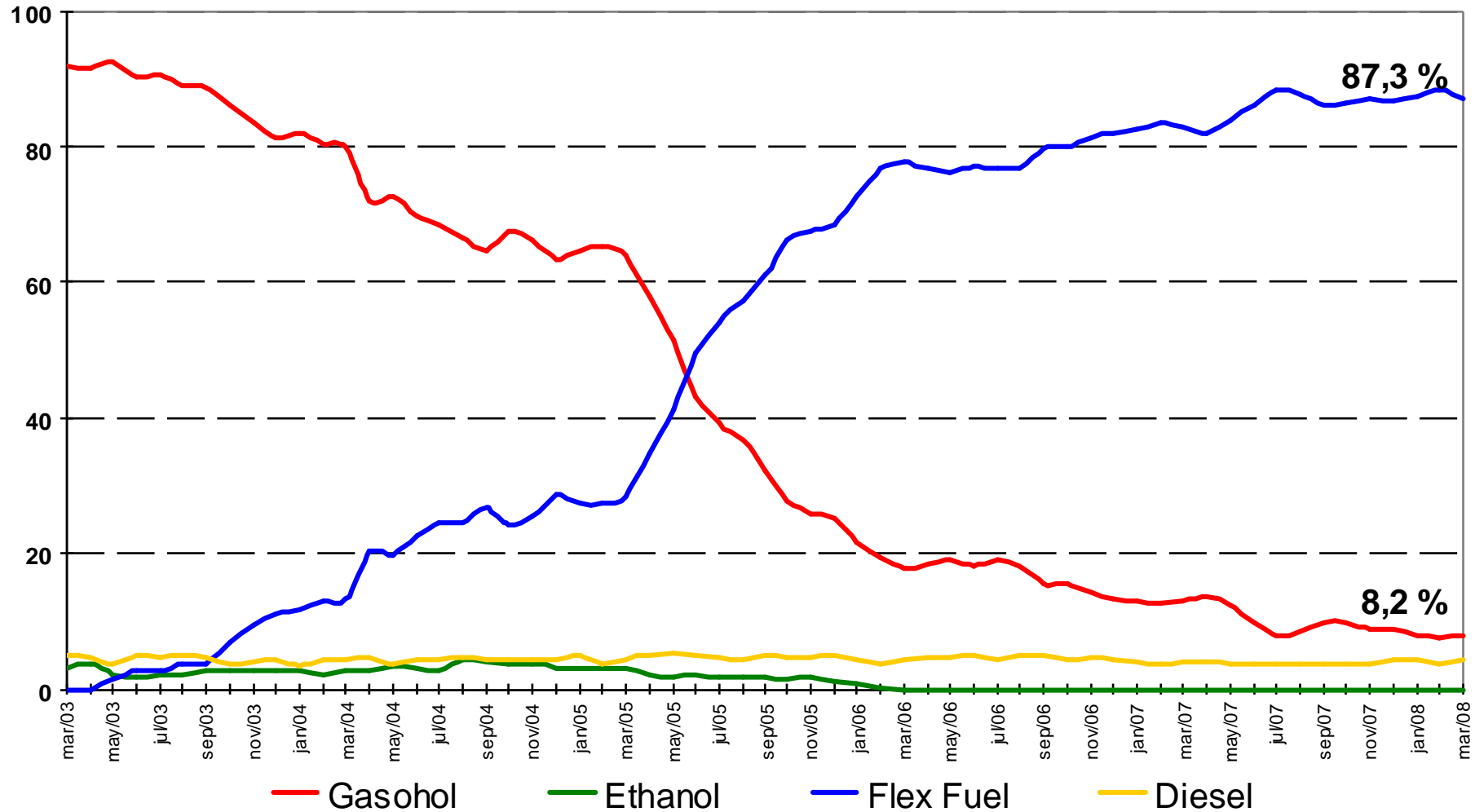


Brazilian Innovations



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Flex Fuel: New Market!



Brazilian Innovations



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Fox

Innovative
Package



Brazilian Innovations



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Lindo como nunca.

Novo Gol.

Gol como sempre.



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Brazilian Innovations



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Novo Gol – The Big-Bang!



“The best planned Brazilian car since years...”

“The new car is sensational...”

“Forget everything you knew about the champion: after 28 years, he changed to keep the leadership”



“Despite of competing for the same market, they are not more equivalent; The New Gol left the competitor far behind”



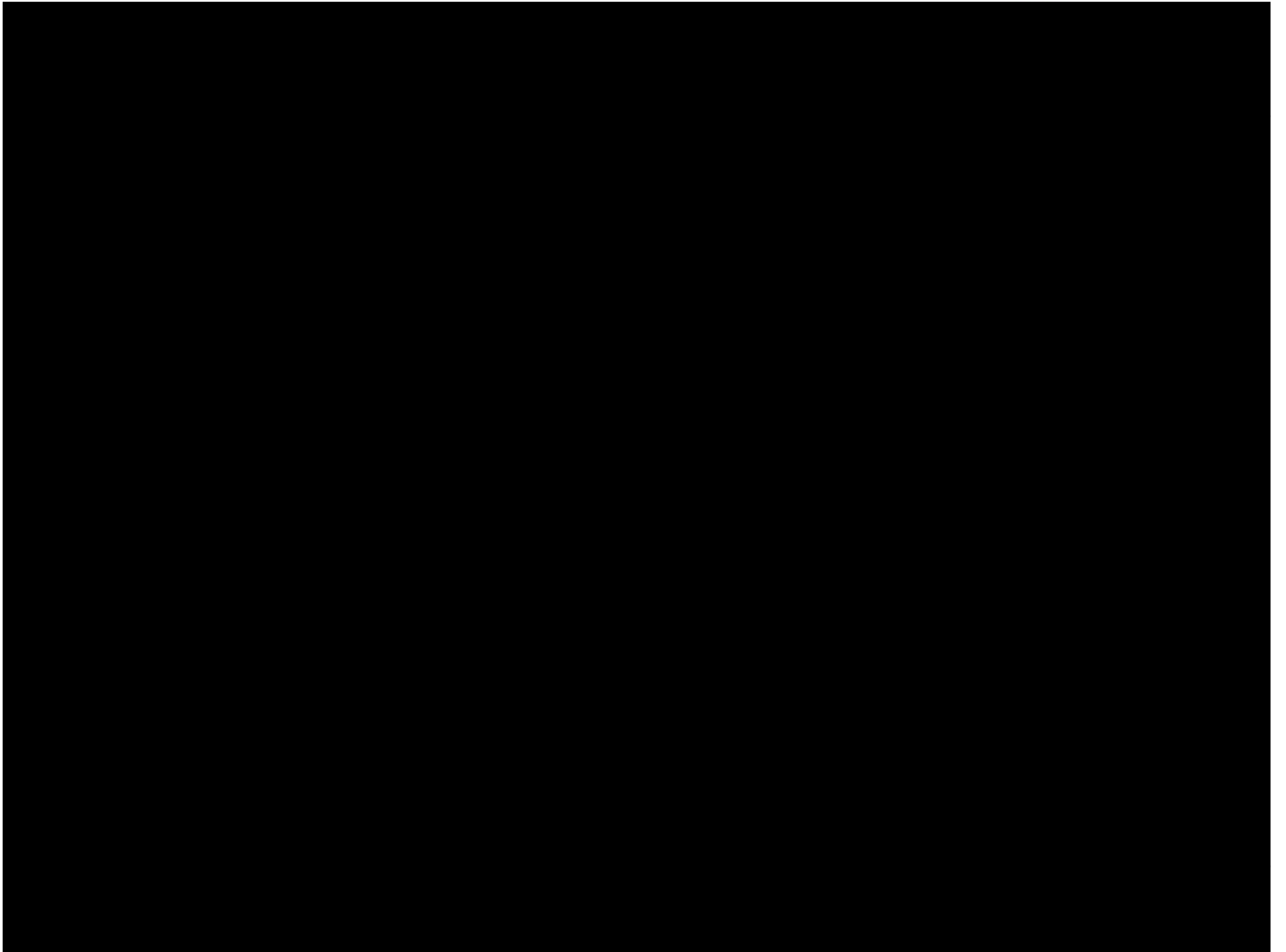
Developed in Brazil
Developed by Brazilians
Produced in Brazil by Brazilians

Gol... The Brazilian Car!



Future View – Volkswagen 2028





Future View – Volkswagen 2028



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Vision 01: Emission-Free Cars



- 1) **SunFuel®**
Fuel from Biomass
- 2) **Combustion Engines**
Evolution, not revolution
- 3) **Electrical Vehicles**
More fun with electricity



Future View – Volkswagen 2028



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Vision 03: Networked Mobility

1) Car-to-X Communication

The networked car

2) Safety

Traffic reports every second

3) Traffic Management

When cars become trains



Vision 04: Accident-free Driving



1) **Environment Recognition**
The 7th sense



2) **Assistants and Informants**
Helpers in the background



Thank you!

