



VOLKSWAGEN AS PEOPLE'S CAR

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INTRODUCTION

Volkswagen translates directly to "people's car" (or "people's wagon") in German. Volk: Means "people" Wagen: Means "car" or "vehicle". The company was founded in 1937. The goal was to manufacture an affordable, efficient automobile that the average German citizen could actually afford. The famous Volkswagen Beetle was born from this initiative.



Figure 1: Volkswagen logo and Germany map.

Volkswagen's global headquarters is located in **Wolfsburg, Germany**. For local inquiries, sales, and servicing near **Paschim Putiary, Kolkata**, there are multiple authorized PPS Motors dealerships and service centers located across the city. The Group comprises **ten brands** from five European countries: **Volkswagen**,

Volkswagen Commercial Vehicles, ŠKODA, SEAT, CUPRA, Audi, Lamborghini, Bentley, Porsche and Ducati. In addition, the Volkswagen Group offers a wide range of further brands and business units including financial services.



Figure 3: Volkswagen Cars.

Mainstream & Volume Brands

- **Volkswagen:** The namesake brand focusing on everyday passenger vehicles.
- **Škoda:** A Czech brand focused on value, space, and practical family cars.
- **SEAT:** A Spanish brand offering stylish, youthful, and sporty vehicles.
- **CUPRA:** Originally SEAT's high-performance line, now spun off as its own distinct, sporty sub-brand.

Premium & Luxury Brands

- **Audi:** The German luxury marque known for premium design and quattro all-wheel drive.
- **Porsche:** The iconic German manufacturer of high-performance sports cars and SUVs.
- **Bentley:** The British ultra-luxury brand specializing in handcrafted, high-performance vehicles

Supercar and Hypercar Brands

- **Lamborghini:** The renowned Italian manufacturer of high-end sports cars and supercars.
- **Bugatti:** An ultra-luxury, French-founded manufacturer specializing in record-breaking hypercars (jointly tied with Rimac).

Commercial Vehicles & Motorcycles

- **Volkswagen Commercial Vehicles:** Focuses on light commercial vehicles, vans, and people movers.
- **Scania:** A heavy commercial vehicle manufacturer specializing in trucks and buses.
- **MAN:** A major global manufacturer of commercial trucks, vans, and buses.
- **Ducati:** The legendary Italian motorcycle manufacturer (acquired through Audi)

Table 1: Price list of Volkswagen Cars.

Model	Type	Price Range
Volkswagen Virtus	Sedan	₹10.50 Lakh – ₹19.00 Lakh
Volkswagen Taigun	SUV	₹11.00 Lakh – ₹19.30 Lakh
Volkswagen Tayron R-Line	SUV	₹46.99 Lakh
Volkswagen Tiguan R-Line	SUV	₹47.11 Lakh – ₹49.00 Lakh
Volkswagen Golf GTI	Hatchback	₹50.90 Lakh – ₹53.00 Lakh

Volkswagen operates a global network of over 100 production facilities, with its global headquarters and largest single manufacturing complex located in Wolfsburg, Germany. For operations in your region, Volkswagen India manufactures vehicles at its plant in Chakan, Pune, and assembles models in Aurangabad.

Global: Wolfsburg, Germany: The heart of the VW brand. The sprawling facility spans 1.6 square kilometers with 75 kilometers of on-site roads.



Figure 4: Factory of Volkswagen.

Local Output: The company oversees a massive worldwide manufacturing footprint, building thousands of motor vehicles daily. Chakan, Pune: This comprehensive manufacturing plant handles everything from the press shop and paint shop to final assembly, producing models like the Taigun. Aurangabad: This

facility manages vehicle assembly (CKD) for premium VW, ŠKODA, and Audi models.

CONCLUSION

Volkswagen AG commonly abbreviated to VW, is a German automobile manufacturer based in Wolfsburg,

Lower Saxony, Germany. Established in 1937 by the German Labour Front, it was revived after World War II by British Army officer Ivan Hirst and, over the 81 years since, grew into the global brand it is today. As of 2025, the company had a market capitalization of approximately US\$58.9 billion. The company is well known for the Beetle and serves as the flagship brand of its eponymous conglomerate, the Volkswagen Group, which was the world's largest automotive manufacturer by global sales in 2016 and 2017. The name Volkswagen derives from the German words Volk and Wagen, meaning "people's car", or more directly "folk's wain (wagon)".

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