

Executive Summary  
Research Scope, Objectives, Background, and Methodology  
Segmentation  
Introduction  
Volkswagen Group's Product Portfolio and Sales Performance  
Overview of Volkswagen Group's Organizational Structure  
Volkswagen Group's Objectives and Strategy  
Volkswagen Group's Vision—2018 and beyond  
Technology Strategy  
Research and Development Strategy  
Platform Strategy  
Lightweight Strategy  
Powertrain Strategy  
Vehicular Communication Strategy  
Market Channel and Dealer Management Strategy  
Volkswagen Group's New Mobility Business Models  
Key Conclusions  
Appendix