



## Volkswagen Passenger Cars brand

### Extended model range and cost optimization measures prove effective

The Volkswagen Passenger Cars brand made considerable progress in 2007 towards its goal of becoming the most innovative volume manufacturer, with the best quality in each vehicle class. Operating profit was more than double that of the previous year.



Tiguan

#### **BUSINESS DEVELOPMENT**

The Volkswagen Passenger Cars brand continued its positive development over the past fiscal year. In 2007, we set ourselves the target of becoming the most innovative volume manufacturer in the world within the space of a few years. The new brand slogan “Volkswagen – Das Auto” reaffirms this claim.

At 3.7 million, deliveries to customers in fiscal year 2007 were 7.8% higher than in the previous year; however, this varied from market to market. While deliveries to customers in Western Europe fell by 3.6%, we recorded a marked increase in sales in Central and Eastern Europe (+29.7%). The brand also achieved impressive growth rates in Brazil (32.4%) and China (24.5%). Demand in North America remained at the previous year’s level.

Total unit sales were also 3.7 million vehicles; compared with the previous year, this is an increase of 6.2%, which is attributable above all to the improved market situation in Brazil. Demand increased worldwide for the Polo, Golf, Touran, Jetta, Passat and Eos models. Our new Golf Variant and Tiguan models met with a positive reception in the market.

The production volume of the Volkswagen Passenger Cars brand was 3.7 million units in 2007, an improvement of 12.0% on 2006. The most significant increases in production figures were recorded by the Wolfsburg and Zwickau plants, and by the production facilities in Mexico and Argentina.

Brands and Business Fields

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Audi

Škoda

SEAT

Bentley

Volkswagen Commercial Vehicles

Financial Services



Golf Variant

## VOLKSWAGEN PASSENGER CARS BRAND

	2007	2006	%
Deliveries (thousand units)	3,663	3,396	+ 7.8
Vehicle sales	3,664	3,451	+ 6.2
Production	3,717	3,319	+ 12.0
Sales revenue (€ million)	73,944	70,710	+ 4.6
Operating profit	1,940	918	x
as % of sales revenue	2.6	1.3	

## SALES REVENUE AND EARNINGS

In 2007, the Volkswagen Passenger Cars brand generated sales revenue of €73.9 billion, 4.6% more than in the previous year. Operating profit was €1.9 billion, a clear improvement on the previous year. This increase was primarily attributable to the successfully implemented restructuring measures, the systematic continuation of performance enhancement measures and the higher level of unit sales. The operating return on sales improved from 1.3% in 2006 to 2.6% in 2007. As part of its Strategy 2018, the Volkswagen Passenger Cars brand aims to generate sales of 6.6 million vehicles worldwide in approximately ten years, thereby increasing its global market share to 9%.

## PRODUCTION

Vehicles	2007	2006
Golf	763,491	693,376
Passat/Santana	751,764	701,074
Jetta/Bora	630,355	533,499
Polo	449,602	401,551
Gol	320,604	278,051
Fox	206,125	201,888
Touran	197,941	178,122
Polo Classic/Sedan	86,861	67,237
Touareg	72,477	60,802
Eos	55,560	39,437
Suran	45,690	32,601
New Beetle	40,124	43,653
New Beetle Cabriolet	26,752	30,007
Parati	23,953	25,994
Sharan	23,807	26,852
Tiguan	16,272	0
Phaeton	5,711	5,024
	<b>3,717,089</b>	<b>3,319,168</b>



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