



Volkswagen

The Volkswagen Passenger Cars brand systematically pushed ahead with its “Transform 2025+” strategy in 2017 and considerably improved its operating profit. The global product initiative has launched successfully with more than ten new models.

BUSINESS DEVELOPMENT

The Volkswagen Passenger Cars vision is “Moving people and driving them forwards”. The “TRANSFORM 2025+” strategy therefore centers on a global model initiative through which the brand aims to lead innovation, technology and quality in the volume segment. More than ten new models were launched on the market in the reporting year. The Arteon, Volkswagen’s new top-of-the-range saloon, received the Golden Steering Wheel 2017, among other accolades. The Polo set new benchmarks in the small car segment. In the SUV segment, the brand expanded its range with the young, sporty T-Roc, the Tiguan Allspace, the Atlas for the US market and the Teramont for China.

Volkswagen wants to actively shape the current phase of technological transformation in the automotive industry. The brand is therefore developing a new generation of fully networked electric vehicles based on the Modular Electrification Toolkit (MEB). The MEB concept car, the I.D. BUZZ, turned heads at the Detroit Auto Show: This fully electric microbus brings the legendary VW camper-van feeling right up to date. The brand showcased another member of the I.D. family in 2017: the I.D. CROZZ concept SUV. The first vehicles in the I.D. family are being produced at the Zwickau site, which is being developed into the Group’s European center of expertise for e-mobility.

Worldwide, the Volkswagen Passenger Cars brand delivered a record 6.2 million vehicles in 2017 (+4.2%). While sales slipped slightly in Germany due to the diesel issue, they rose in all other core regions of the world. The brand recorded strong growth above all in China (+5.9%), Brazil (+19.7%) and the USA (+5.2%). The Tiguan was especially popular. With 720,000 vehicles delivered in the reporting year, it was one of the world’s most successful automobiles in 2017.

Sales by the Volkswagen Passenger Cars brand in 2017 totaled 3.6 (4.3) million vehicles; the decline results from the reclassification of companies in the Group. The difference between deliveries and unit sales is mainly due to the fact that the vehicle-producing joint ventures in China are not attributed to Volkswagen Passenger Cars brand companies.

The Volkswagen Passenger Cars brand produced 6.3 million vehicles worldwide in 2017; this was 4.0% more than in 2016. In late August, the 150 millionth Volkswagen rolled off the assembly line at Volkswagen’s main plant in Wolfsburg.

SALES REVENUE AND EARNINGS

Sales revenue at the Volkswagen Passenger Cars brand in 2017 was down 24.3% year-on-year at €80.0 billion. This was due to the reclassification of companies. Operating profit before special items rose to €3.3 (1.9) billion. Volume-, mix- and margin-related factors as well as product cost optimization had a positive effect, while higher fixed costs as a result of expansion and higher depreciation and amortization charges due to the large volume of capital expenditure had a negative impact. The operating return on sales before special items increased to 4.1 (1.8)%. The diesel issue gave rise to special items of €–2.8 (previous year’s total –5.2) billion.

150 million

Vehicles manufactured since 1945

PRODUCTION

Units	2017	2016
Golf	968,284	982,495
Jetta/Sagitar	883,346	968,135
Tiguan	769,870	548,687
Polo	755,506	794,388
Passat/Magotan	660,996	711,878
Lavida	507,574	547,187
Bora	334,900	236,427
Santana	293,313	312,177
Gol	203,148	160,130
up!	158,795	169,970
Touran	144,676	164,248
Lamando	138,943	146,285
Atlas/Teramont	129,724	386
Saveiro	66,431	47,460
Beetle	59,483	61,940
Fox	50,739	50,273
Sharan	45,695	41,949
Touareg	42,407	47,495
Arteon/CC	37,972	44,091
T-Roc	22,724	–
Suran	21,093	20,163
Phideon	13,014	5,131
Scirocco	8,199	11,963
Phaeton	–	452
	6,316,832	6,073,310

VOLKSWAGEN PASSENGER CARS BRAND¹

	2017	2016	%
Deliveries (thousand units)	6,230	5,980	+4.2
Vehicle sales	3,573	4,347	–17.8
Production	6,317	6,073	+4.0
Sales revenue (€ million)	79,979	105,651	–24.3
Operating result before special items	3,301	1,869	+76.6
as % of sales revenue	4.1	1.8	

1 2017 figures take account of the reclassification of companies; prior-year figures were not adjusted.

T-Roc

DELIVERIES BY MARKET
in percent