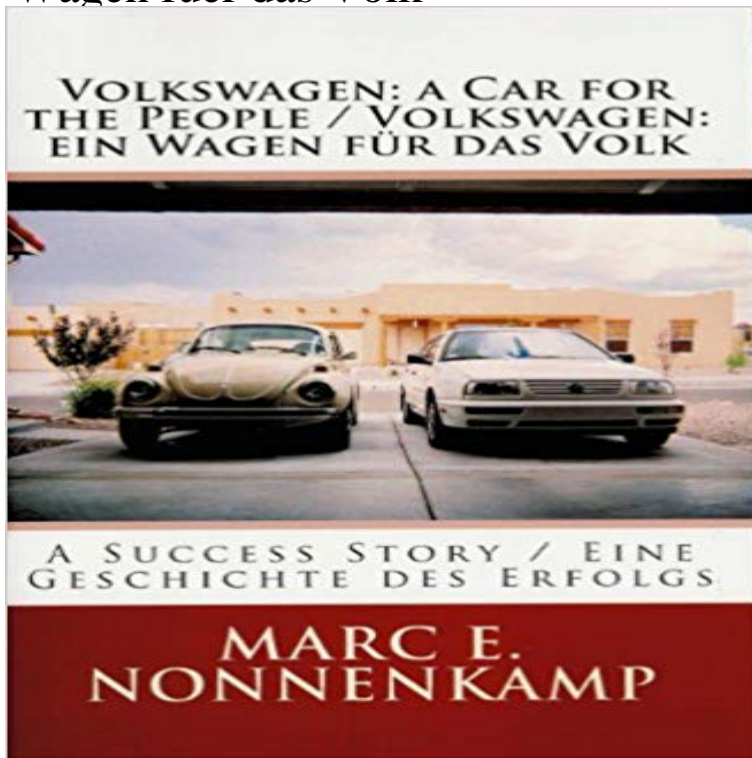


# Volkswagen: a Car for the People / A Success Story: Volkswagen: ein Wagen fuer das Volk



Volkswagen: a Car for the People (Volkswagen: ein Wagen fuer das Volk) / A Success Story (Eine Geschichte des Erfolgs) by Marc Evan Nonnenkamp is a comprehensive corporate and business history written by an avid Volkswagen enthusiast and owner with past familial ties to the Volkswagen business group - his aunt worked for Volkswagen of Canada for almost 40 years, and with Mr. J. Stewart Perkins who eventually became the President of Volkswagen of America in the USA. The book includes a discussion of past and current Volkswagen group brands (Volkswagen, Audi, SEAT, Skoda, Bentley, Lamborghini, Bugatti, Scania, MAN, Porsche and joint-venture partners from around the globe such as FAW, SAIC-Nanjing and GAZ-Steyr) as well as the groups leading position within the contemporary automotive industry. At the end of World War Two in 1945 Volkswagen appeared to have a bleak future as did its devastated German homeland. The company became a leading player in Germany's postwar economic recovery and now outperforms all other automotive groups combined in spite of a global economic downturn. Read about the unique engineering-driven corporate culture which makes this success a reality a topic of interest to Volkswagen enthusiasts in particular, automotive enthusiasts in general and to all people concerned with global economics at large. Among major global automakers, only Volkswagen of Germany and Hyundai-Kia of South Korea avoided the massive and wasteful taxpayer-funded government bailouts prevalent throughout North America, Asia and Western Europe!

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