

Lecture 6: Strategies

Episode 2: Case Study VW E-Golf

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Lecture 6: Overview





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Episode 1: Theory

Episode 2: Case Study VW E-Golf

Episode 3: Interview



Learning Objectives

Learning Objective 1:

Appreciate the potentials and limits of radical sustainability innovations such as E-Cars.

Learning Objective 2:

Develop a comprehensive and consistent sustainability marketing strategy.



Structure of the Episode

- Company
- Car
- Challenge



Company



Source: Volkswagen 2012



Company

„By 2018 the Volkswagen Group aims to be the most profitable, fascinating, and sustainable automobile manufacturer of the world.“

Source: Volkswagen 2011, p. 10

Prof. Dr. Martin Winterkorn
CEO Volkswagen Group



Volkswagen Group Night – Geneva Motor Show 2012
Source: http://www.youtube.com/watch?v=Z4w_WmdS7VM (1:15:28-1:25:00)



Car



Photo: Michael de Vries
Source: <http://de.wikipedia.org/wiki/Datei:VWGolf6.jpg>



Car

Knowledge	New	(II) Development of alternative technologies	(IV) Co-evolution of new systems
	Existing	(I) Incremental improvements	(III) Creation of novel products and service niches
		Existing	New

Application

Source: Based on Todd and Bessant 2009, p. 581



Challenge

Prof. Dr. Martin Winterkorn, the CEO of the Volkswagen Group, announced to introduce the E-Golf to the German automotive market in 2013. The external and internal design of the E-Car is similar to the latest Golf model. The VW E-Golf is powered by a Lithium-Ion-Battery, which has a range of ca. 150 km per charge. The maximum speed is supposed to be 140 km/h.

Prof. Dr. Martin Winterkorn asks you to develop a sustainability marketing strategy for the VW E-Golf.



Challenge

Key Questions (I)

- Which role do environmental issues play in the German automotive market?
- How would you describe the present and the future of E-Cars in the German automotive market?
- Which are the main competitors regarding E-Cars?
- Which customer groups would you target with the new E-Golf? Search the internet for empirical studies and describe the target groups as specific as possible.



Challenge

Key Questions (II)

- How would you encounter consumer related market entry barriers?
- How would you position the E-Golf? From your point of view, which role does the ecological value added play in the communication to customers?
- Which external partners would you involve in the sustainability marketing strategy? Why? And how?



References

- Belz, F.-M., Peattie, K. (2012): Sustainability Marketing: A Global Perspective, 2. ed., Chichester, p. 166-168, 293-295.
- Boston Consulting Group (2011): Powering Cars to 2020: The Era of the Electric Car? Boston, Mass.
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In Cooperation



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