

Heritage of Volkswagen in India

Volkswagen is the biggest European car brand that has made successful inroads into the volkswagen diagnostics. The Indian group is just a small part of Volkswagen AG that has a global presence represented by nine huge car players in the market. The nine brands that make the entire group are Audi, Bentley, Bugatti, Lamborghini, Scania, Seat, Skoda, Volkswagen Nutzfahrzeuge and Volkswagen Passenger Cars. Amongst these, Skoda, Audi, and Volkswagen are three big names representing the renowned Volkswagen AG in India.

The journey of this car brand in India began with the entry of Skoda in the year 2001, followed by Volkswagen and Audi in the year 2007. The brand has carved its own niche in the market with the perfect harmony of captivating design and high-end technologies it offers in its range of premium cars.



To start with, Volkswagen first introduced its globally successful car Passat in the year 2007 that was further followed by the launch of Jetta in 2008. Since its introduction, both the luxury cars are doing wonders on Indian roads. The perfect blend of design, comfort, technological features, and high-end safety technologies make these cars a perfect choice for the affluent class. To expand the portfolio, the manufacturer also drove in the legendary Beetle and the Touareg in 2009.

Apart from the expanding the car portfolio, the company is also expanding its bmw diesel tuning in terms of local assembly, dealer network, and after sales service. The company is looking for a strong and long term presence in the country. With this vision, Volkswagen invested a huge sum of around INR 3,800 crore to start a production facility near Pune in the Chakan Industrial Park in the year 2009. The Pune facility rolled out the Indian Polo that was first unveiled at the Auto Expo in 2010. Polo redefined the Indian passenger car segment with high sales volume.

Furthermore, the brand also worked to increase the dealerships across the stretches of Indian boundaries. Having a tie up with Skoda and Audi, the brand is working wonders in India by substantially increasing car sales with first-class all-round service. This not only improves the credibility of the company but also helps improve customer satisfaction.