



Lecture 6: Strategies

Episode 2: Case Study VW E-Golf

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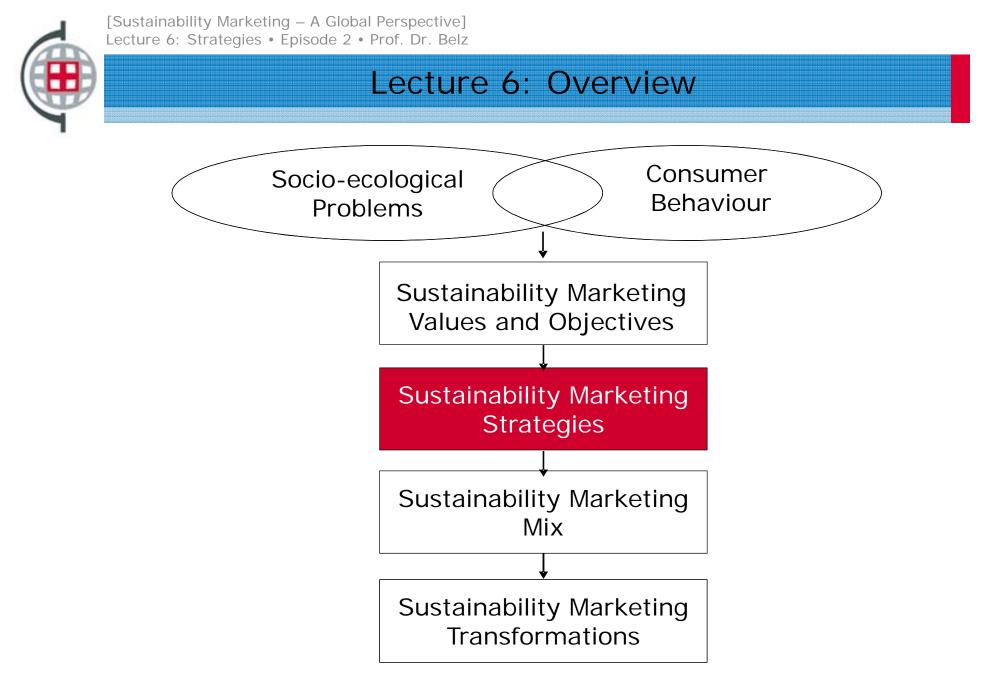






Deutsche Bundesstiftung Umwelt

Lecture "Sustainability Marketing – A Global Perspective" supported by:







Lecture 6: Overview

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





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

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





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.
- <u>www.volkswagen.com</u>
- <u>www.volkswagenag.com</u>





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