

A Journey of the Volkswagen



Volkswagen

Volkswagen Group

Automobile manufacturing enterprise

Head Quarter : Germany

Established : 1937 by Deutsche Arbeitsfront (German Labour Front)

Commercial vehicle : Audi, Skoda, Bentley, Porsche, Lamborghini and Volkswagen

Passenger vehicle : Scania, MAN, Neoplan and Volkswagen

IDEA

Creating a "People's Car" - Affordable & Practical enough for almost everyone

Logo Journey



Volkswagen Company Logo is constantly evolved
However, the subtle evolution keeps the signature shape of the "VW" and a circle appears in every updated Volkswagen logo

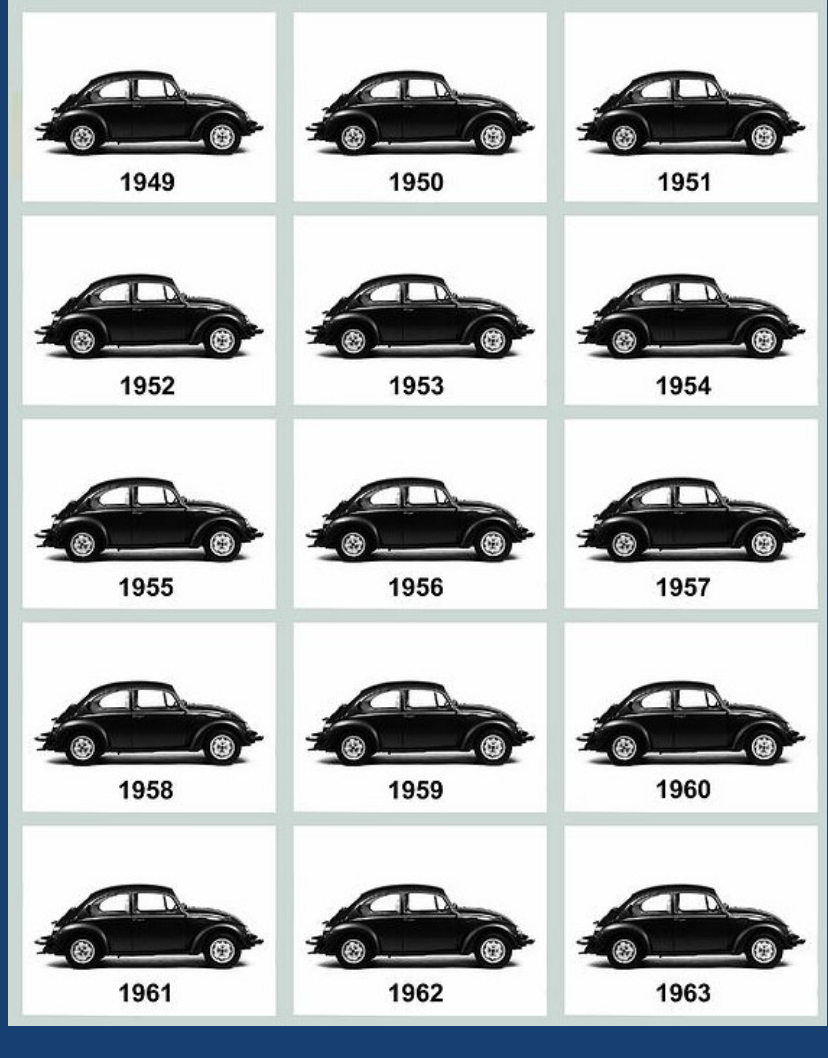
The logos were flat until its latest version

The "VW" shape had ever designed as both negative and positive spaces

The latest version looks more futuristic and dynamic with blue-silver colors

and also by adding some highlight and shadow effect

Although the logo was evolved and simplified, audience can still recognize the brand as repetition of signature shape becomes even more familiar stimuli



Volkswagen Theory of Evolution

Can you spot the Volkswagen with the fin?
Can you spot the Volkswagen with synchromesh first gear?

There are no revolutionary design -
Evolutionary changes are made deep down inside the car

"Never change the VW for the sake of change, only to make it better"

Ahead of Time & Never Out of Style

Volkswagen Company Shifting Paradigm

<p>Before 1937</p> <ul style="list-style-type: none"> Car is luxury item Only the rich can afford Hitler produce idea to create people's car for all German people 	<p>1937</p> <ul style="list-style-type: none"> Volkswagen introduced the affordable-small-car beetle series Sold for only 990 Reich Marks People was considering owning a car 	<p>1940s-1950s</p> <ul style="list-style-type: none"> The VW beetle celebrated greatest triumphs on the domestic market Transition of car from a luxury item to an essential part of daily life During World War II, it produced military vehicle 	<p>1955</p> <ul style="list-style-type: none"> Establishment of VW Company in America Many Americans were avoiding the brands because of its Nazi's historical background (hatred towards Hitler's regime), not-so-common round and small design (considered not to be beneficial), and the unusual rear engine 	<p>1955</p> <ul style="list-style-type: none"> VW introduced VW minibus Combi series which were more spacious Can be used for various puposes: transporting goods, fire and police department vehicle, a postal delivery van, and later also as a camper-van It successfully attracted the American business users 	<p>1968</p> <ul style="list-style-type: none"> The Company gained fame from the Disney movie "Love Bug" of Herbie, VW Beetle car that has its own mind VW, especially beetle series, increased its loyal admirer, especially the young generation However the movie gave VW Beetle an impression of feminine car as the owner in the movie was a girl 	<p>1975</p> <ul style="list-style-type: none"> As more people owning cars, it raised the demand of more "fancy"-look car design to support their lifestyle VW introduced the rabbit series or golf series as its sport car With its boom, user saw VW not only as people's car, but style-car as well 	<p>1980s to early 2000s</p> <ul style="list-style-type: none"> VW Company started partnership with other automobile manufacture companies to fulfill various demand of vehicles: Porsche, Lamborghini - Luxury car Scania, MAN - Commercial vehicle 	<p>2003</p> <ul style="list-style-type: none"> Stopped producing Type 1 Beetle It was then put in the Volkswagen Museum in Wolfsburg 	<p>2011</p> <ul style="list-style-type: none"> Introduction of the Volkswagen New Beetle car to answer the longing of the more futuristic version of the legendary Beetle series 	<p>2015</p> <ul style="list-style-type: none"> VW Company stumbled to emission violation during regulatory testing Many users lost their trust towards the brand 	<p>2016</p> <ul style="list-style-type: none"> In order to gain back the users' trust, especially young users, VW release 2016 Beetle series It provided exciting user experience of fashionable high-end sound systems and smartphone integration technologies Its design showed more masculinity to change the previous impression of feminine Beetle series to attract more young male user with turbo power train and sportier appearance It also introduced all-new luxury sedan, The Phideon, in China The Phideon aimed to attract the Chinese car buyers
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Users' Perceptions of the Product

The SOI (Selection, Organization, and Interpretation) Scenario Analysis

Stimulus

LATEST VOLKSWAGEN BEETLE SERIES:
Beetle Rounded Shape - Beetle price - Electric Car Technology

The user is a **wealthy-enough** person looking for a vehicle for him and his partner. **Simplicity** is his taste. He **likes to travel** with his partner and he doesn't want it to create huge amount of **pollution**. He expects to have a vehicle with some requirements. The vehicle must be:

- Has a unique timeless design
- Compact enough to mobile
- Has eco-friendly technology

SOI Process

SELECTION	ORGANIZATION	INTERPRETATION
<p>To buy a unique, practical, and durable car act as the user motivation in the selection process</p> <p>Rounded shape creates contrast from the common car design</p> <p>The insignificant evolution and repetition of the rounded parts of the design becomes the differential threshold and create product familiarity and novelty</p> <p>High price acts as intensity highlighting the product from the competitors</p> <p>High technology of electric car follows the conservative design acts as the motion of product</p>	<p>The constant rounded shape design creates proximity and similarity, thus can be and grouped easily by the user</p> <p>The design insignificant evolution, but with technology improvement (from fossil-fueled engine to hybrid) creates perceptual constancy</p> <p>The high price creates perceptual context relating the expensive price with high quality of the product</p>	<p>The rounded and compact design fulfill the user desire and expectation of the unique and practical car</p> <p>The self concept interprets and jumps to the conclusion that the expensive price is worth the hybrid technology and durability of the product</p>

PERCEPTION

Based on the SOI Process of Volkswagen Beetle Series, the car perceived positively as a car with unique rounded-timeless-design, with high technological performance of hybrid car, high durability, and acceptable price. The perception meets the user expectation and will be most likely leads the user, as the car customer, in choosing the VW Beetle than other car.

