

VOLKSWAGEN

GROUP UNITED KINGDOM LTD



Commercial
Vehicles

Calling All University Students!

Enter Volkswagen Group UK's Competition On...

The Future of Automotive Retailing



Retailing in the Automotive Industry

As technology evolves and becomes more advanced, it will impact and influence the ways in which people finance and own vehicles. Trends such as electric vehicles, digitalisation and a focus on sustainability are defining the automotive landscape of the future. It is crucial that our brands and retail network adapt to this change.

By 2025, Volkswagen Group and its brands – Volkswagen Passenger Cars, Audi, Skoda, SEAT and Volkswagen Commercial Vehicles – will not only stand for the best vehicles, but also for exciting and superior digital products and services. With pilot initiatives such as Audi on demand, and technology such as virtual reality, already showcasing in some retailers, it isn't far from becoming a reality. Apps such as 'My Volkswagen' allow the consumer to track delivery of their new car, get service reminders and store a car's details, to name a few functions. This is only the start – the future is digital!

The customer-centric retailing experience as we know it today was once talk of the future yet as this dynamic environment continues to change our brands must adapt accordingly.



The Question

How will key trends in the automotive industry affect the future of retailing? How should Volkswagen Group and its brands – Volkswagen Passenger Cars, Audi, Skoda, SEAT and Volkswagen Commercial Vehicles – adapt to not only stay competitive but to excel in their respective markets?

Key Trends in the Automotive Industry:

DIGITALISATION

- Connectivity
- E-commerce
- Regular Software Updates

ELECTRIFICATION

- Electric Vehicles
- Autonomous Vehicles

SUSTAINABILITY

- Zero Lifetime CO₂



Some Questions To Think About

Connectivity

Digital services are becoming far more important within the automotive industry. How will the increased use of apps and other online services affect how consumers interact with their cars?

E-commerce

Consumers are increasingly more comfortable buying goods and services online. How would retailers be affected by a shift towards e-commerce in the automotive industry?

Regular Software Updates

Many new services and software improvements can be sent to vehicles 'over the air' after the purchase of the vehicle. How will this affect the way in which cars are sold? How will consumers interact post purchasing?

Electric Vehicles

There is a global shift towards fully electric automotive solutions. What benefits and drawbacks are there for both the consumer and retailer to adopting this?

Autonomous Technology

An increasing amount of technology is being developed to enable autonomous capabilities in vehicles, from Adaptive Cruise Control to Automatic Parking, even towards fully autonomous driving with no driver intervention. Will this change the role of the brand? How will consumer interactions and ownership be affected?



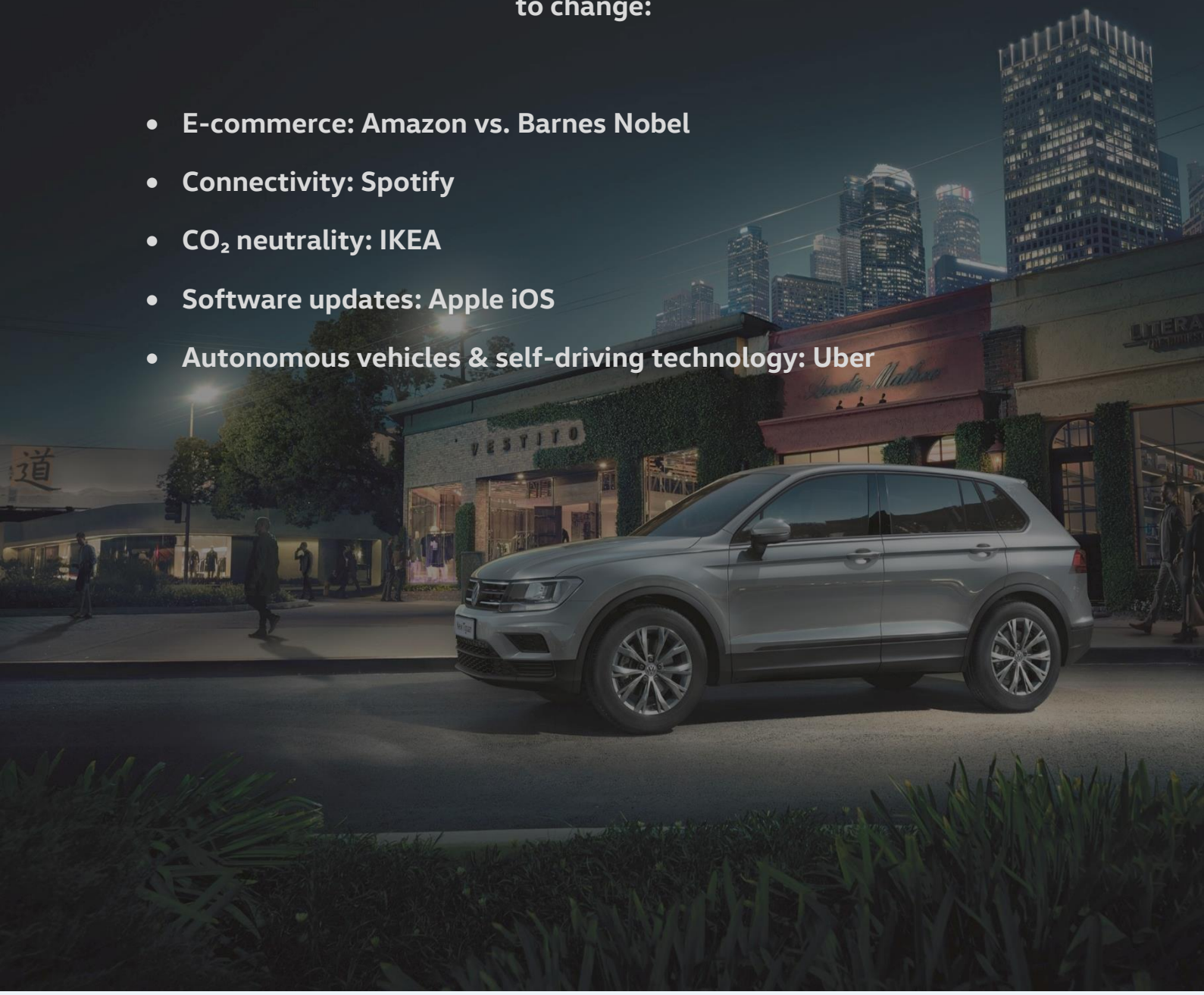
CO₂

Regulatory and social responsibility means we aim to reduce CO₂ emissions as it is becoming an increasingly more pressing issue within the automotive industry. How is the industry changing to respond to these pressures?

Case Studies

It's not just the automotive industry that is experiencing these trends. The following case studies outline how other organisations are adapting to change:

- E-commerce: Amazon vs. Barnes Nobel
- Connectivity: Spotify
- CO₂ neutrality: IKEA
- Software updates: Apple iOS
- Autonomous vehicles & self-driving technology: Uber



Submission Details

Structure

The question can be answered in any of the following formats however feel free to answer in any other format you see fit.

- Video/ presentation/ podcast (10 minutes max.)
- Essay / article (max. 2 sides of A4)
- Poster
- PowerPoint

Hints and Tips

- There are no right or wrong answers so please discuss anything that interests you and the theory behind it, where applicable
- The questions on key automotive trends have been included as a guideline rather than a requirement – you don't need to cover them all
- You could use SWOT or PESTLE analysis to help structure your work.
 - SWOT – strengths, weaknesses, opportunities and threats
 - PESTLE – political, economic, social, technological, legal and environmental

How To Enter

Submissions can be sent in any given format as long as they can be received by email at inspire@vwg.co.uk. If you have chosen to enter a video response, please upload it privately to YouTube and attach the link within the email.

In the email subject title please include:

- Your name
- Whether you are a sixth form, college or university student
- For example: Joe Bloggs – University – Final Submission

If successful, you will be invited to complete a Skype interview where you will have the chance to present your ideas to employees at Head Office.

Enter now to be in with the chance of winning
**A week of tailored work experience at
Volkswagen Group UK Headquarters**

Competition closing date:
Sunday 1st March 2020.

Contact Us

If you have any queries, please contact us on:

inspire@vwg.co.uk

Volkswagen Group UK Inspire Competition

*T&Cs apply



#Inspire

