

We're working to make things right.

Over the past several weeks, we've apologized to you, our loyal customers, about the 2.0L VW diesel emissions issue.

As we work tirelessly to develop a remedy, we ask for your continued patience.

In the meantime, we're providing affected TDI® owners with a \$500 Volkswagen Visa® Prepaid Loyalty Card, a \$500 Volkswagen Dealership Card, and no-charge, 24-hour Roadside Assistance for three years*. We sincerely hope you see this as a first step toward restoring your invaluable +

To learn if your vehicle is affected by the 2.0L TDI issue, as well as how to receive this goodwill, visit vwdieselinfo.com and enter your

Thank You and Best Reg

Volkswagen Crisis Strategy

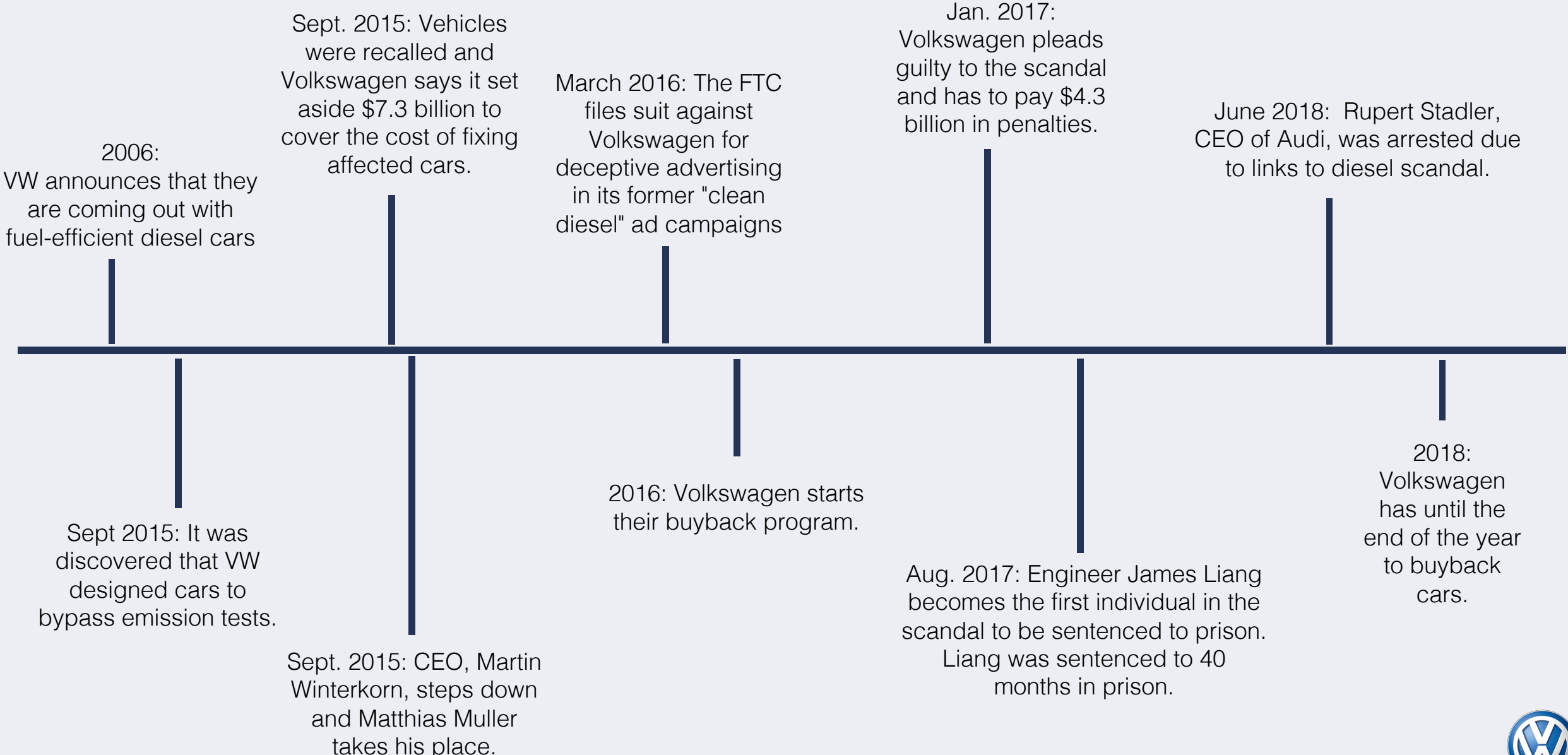
Imani Belton, Morgan Evans,
Maddie McCoy, Nicolette Outtrim



- As a plan to gain a larger share of the market, in 2006 they planned to become use fuel-efficient diesel to compete with the other car companies.
- In 2006, Volkswagen started installing the illegal software into some cars, so when they tested it would not fail the emissions test.
- Once Volkswagen noticed that the software worked, they began with their clean diesel campaign to promote their cars.
- In 2013, West Virginia University studied whether diesel cars that emitted nitrogen were actually clean.
- In the spring of 2015, Volkswagen recalled the vehicles and their scandal began.
- While there is nothing from Volkswagen before 2016 showing a true contingency plan, their actions from 2006 to 2015 shows that they knew that this was an illegal action and their management team did not do anything to take corrective actions before the fallout.



Timeline of Situation



Stakeholders



According to the company's Crisis Communication plan from 2016, stakeholders could include internal and external parts of the company.



Internal stakeholders mentioned in their plan include...

- Key executives, such as their CEO, owners, and employees.
- Could also include their manufacturers.



External stakeholders mentioned in their plan include...

- Customers, suppliers, dealers/distributors, shareholders, and the media.
- Could also consider their competitors and environmental lobbyist groups.



STAKEHOLDERS

INTERNAL

EXTERNAL

Qatar Investment Authority

Key Executives

Owners

Employees

Shareholders

Suppliers

Media

Volkswagen Dealers (United States)

Customers



Suggestions

- In order to maintain good relations with their internal and external stakeholders, Volkswagen needs to ensure that they are...
 - Being reactive
 - Taking action to reestablish their image
- Making sure that they follow through on any promises they make during this crucial clean up phase





*Suggestions in
advertising*

VW has been known for using 'family' like ads to hopefully start gaining the trust back of the stakeholders



Suggestions



Volkswagen  @Volkswagen · Nov 7

We want to hear from YOU! Watch this interactive ad and give us feedback to we can know how we're doing!



 2

 25

 122



VW should start using interactive advertising to see customer feedback on how they could improve on their work

- In their commercial advertising focus on how the newer cars are “new and improved and eco-friendly”

- Adding more ads in family places, shopping malls, park benches, etc.

- Using the Wells Fargo approach, “We’re sorry and we messed up.”

