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Marc E. Nonnenkamp

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A bilingual English and German history of the Volkswagen Group written by an avid Volkswagen enthusiast and owner with past familial ties to the Volkswagen business group. The book includes a discussion of past and current Volkswagen group brands as well as the group's leading position within the contemporary automotive and vehicle industry. At the end of World War Two in May 1945, Volkswagen appeared to have a very bleak future as did its devastated German homeland. The company became a leading player in Western Germany's postwar economic recovery and now outperforms all other automotive and vehicle groups (in terms of both accumulated profits and ongoing profits) in spite of a major global economic downturn which began in 1999-2000. Read about the unique corporate culture which makes this success a reality (a culture based heavily upon engineering) - a topic of interest to Volkswagen enthusiasts in particular, automotive enthusiasts in general and to people concerned with global socioeconomics at large. Book review by Glen Smale of Vehicle Engineer International of the UK. Interior book illustrations courtesy of Everett Barnes, Administrator of thesamba.com (largest air-cooled VW enthusiast site on the Internet). Much of what the author forecast both on his Internet site and in this book is already coming true - weak auto groups especially in Europe look ever more precarious and the VW Group is becoming ever stronger financially.

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