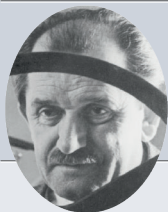


VW's triumphs and tribulations



■ **1933:** New Chancellor of Germany, **Adolf Hitler**, calls for a people's car – "volkswagen" – that average family can afford

■ **1937:** German government founds state-owned **Volkswagenwerk**



■ **1939:** Designed by **Ferdinand Porsche**, first cars roll off production line in modern-day Wolfsburg

■ **1945-46:** After World War II, heavily bombed factory restarts production. British Army buys 20,000 vehicles. Company renamed **Volkswagen**

■ **1949:** Volkswagen exports its first cars to North America

■ **1950:** Iconic **VW Microbus** camper van debuts. Factories opened in Australia, Britain, Brazil and South Africa



Lemon.

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■ **1959:** Advertising agency **Doyle Dane Bernbach** launches landmark **Beetle** advertising campaign

■ **1960s:** VW buys **Audi**. Disney's first Herbie film, **The Love Bug**, released

■ **1972:** Despite falling sales in U.S., Beetle breaks world car production record set by **Ford Model T** with 15,007,034 units built worldwide

■ **1974:** VW introduces new models including **Golf**, credited with saving firm from potential bankruptcy



■ **1990s:** VW buys **Bentley, Bugatti, Lamborghini, Seat** and **Skoda**

■ **1993:** New CEO, **Ferdinand Piech**, poaches **José Ignacio Lopez** from General Motors. Law suits follow amid claims of industrial espionage



■ **1998:** **New Beetle** launched

■ **Jul 2003:** After nearly 70 years of production last of 21,529,464 Beetles rolls off line in Mexico

■ **2009:** VW buys 49.9% stake in **Porsche** for €3.9 billion

■ **2012:** VW buys remaining half of Porsche's car-making operations

■ **2014:** VW makes one in nine vehicles in world and employs 592,000 people. Annual revenue hits record €202.5 billion



■ **Sep 2015:** VW admits cheating U.S. diesel emissions tests – agrees to recall 11 million diesel vehicles

■ **Nov:** Shares tumble as emission problems spread to petrol cars