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A study published by iSeeCars.com has revealed that Volkswagen Group has a recall rate of 1805 vehicles per 1000 vehicles produced. [3] Figure 3. Volkswagen recall rate. This means that Volkswagen Group has recalled each of its vehicle nearly twice. A high recall rate results in additional costs, disappointed customers and negative publicity.

Case Analysis Volkswagen Group

In this short case study analysis, I discuss the history of the Volkswagen Group and track its development from the 1930s to the present days. The history of the company began in 1937 in Wolfsburg, Germany. It is believed that Adolf Hitler was obsessed with an idea of making cars accessible to all German families.

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