

VOLKSWAGEN FINANCIAL SERVICES

THE KEY TO MOBILITY



Digitalisierung 2020

Anthony Bandmann, Sprecher der Volkswagen Bank GmbH

AUTOHAUS Bankengipfel, 19.07.2016, Stangl

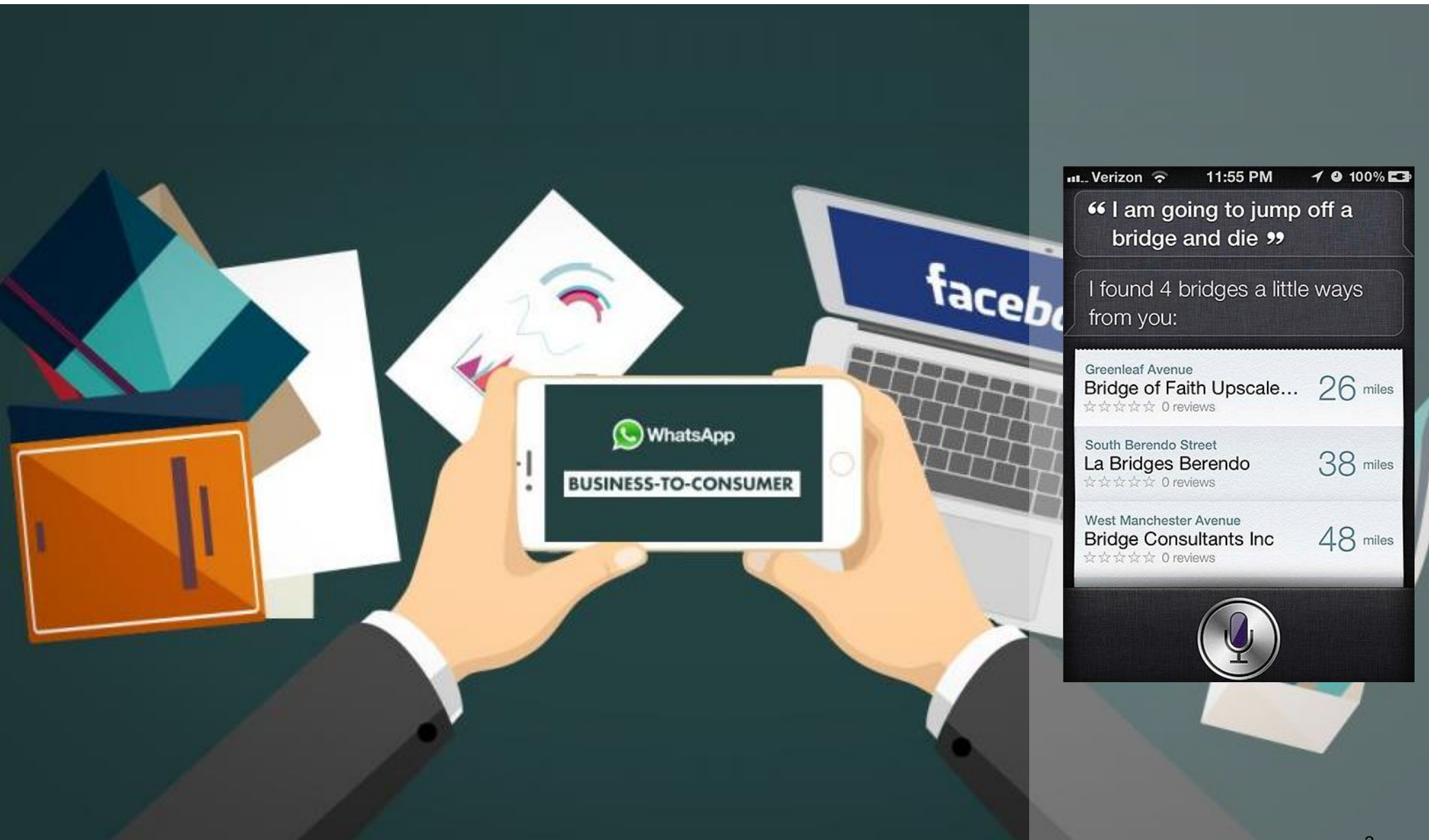
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“ I am going to jump off a bridge and die ”

I found 4 bridges a little ways from you:

Greenleaf Avenue Bridge of Faith Upscale... ☆☆☆☆☆ 0 reviews	26 miles
South Berendo Street La Bridges Berendo ☆☆☆☆☆ 0 reviews	38 miles
West Manchester Avenue Bridge Consultants Inc ☆☆☆☆☆ 0 reviews	48 miles



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Roboter werden zum Bankberater...

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40 %

2005

81 %

2015

RESEARCH ONLINE



AUTO
SCOUT 24

Autotrader 

CARWORLD24

MeinAuto.de

mobile.de

PURCHASE OFFLINE



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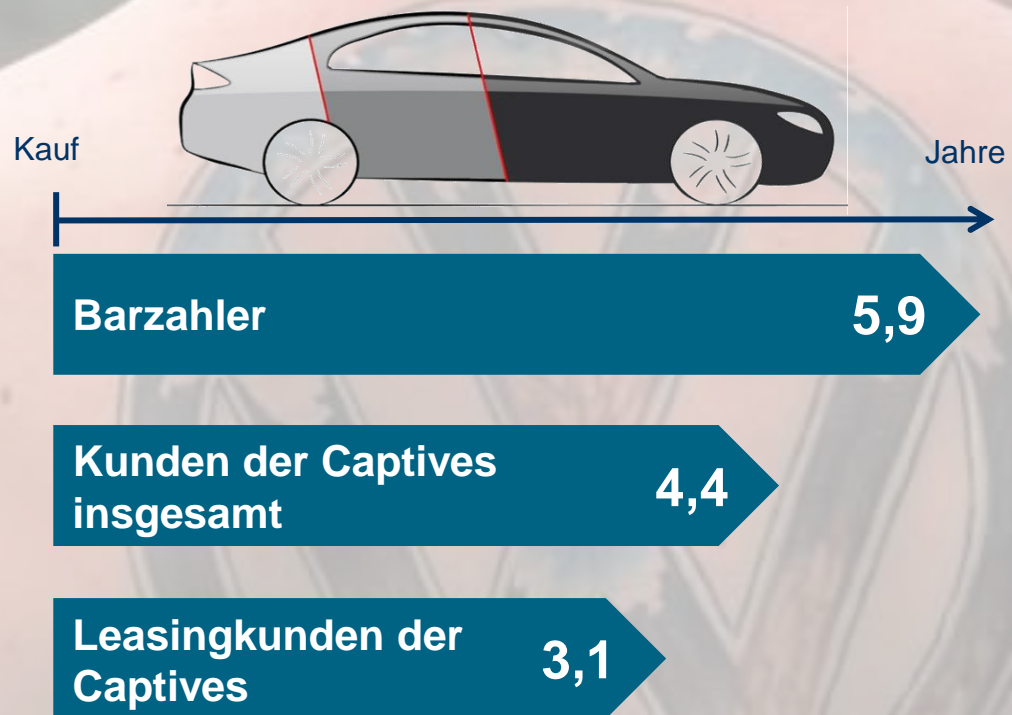
Markenloyalität

Kunden der Captives insgesamt 63%

Finanzierungskunden der Captives 56%

Leasingkunden der Captives 75%

Barzahler 46%



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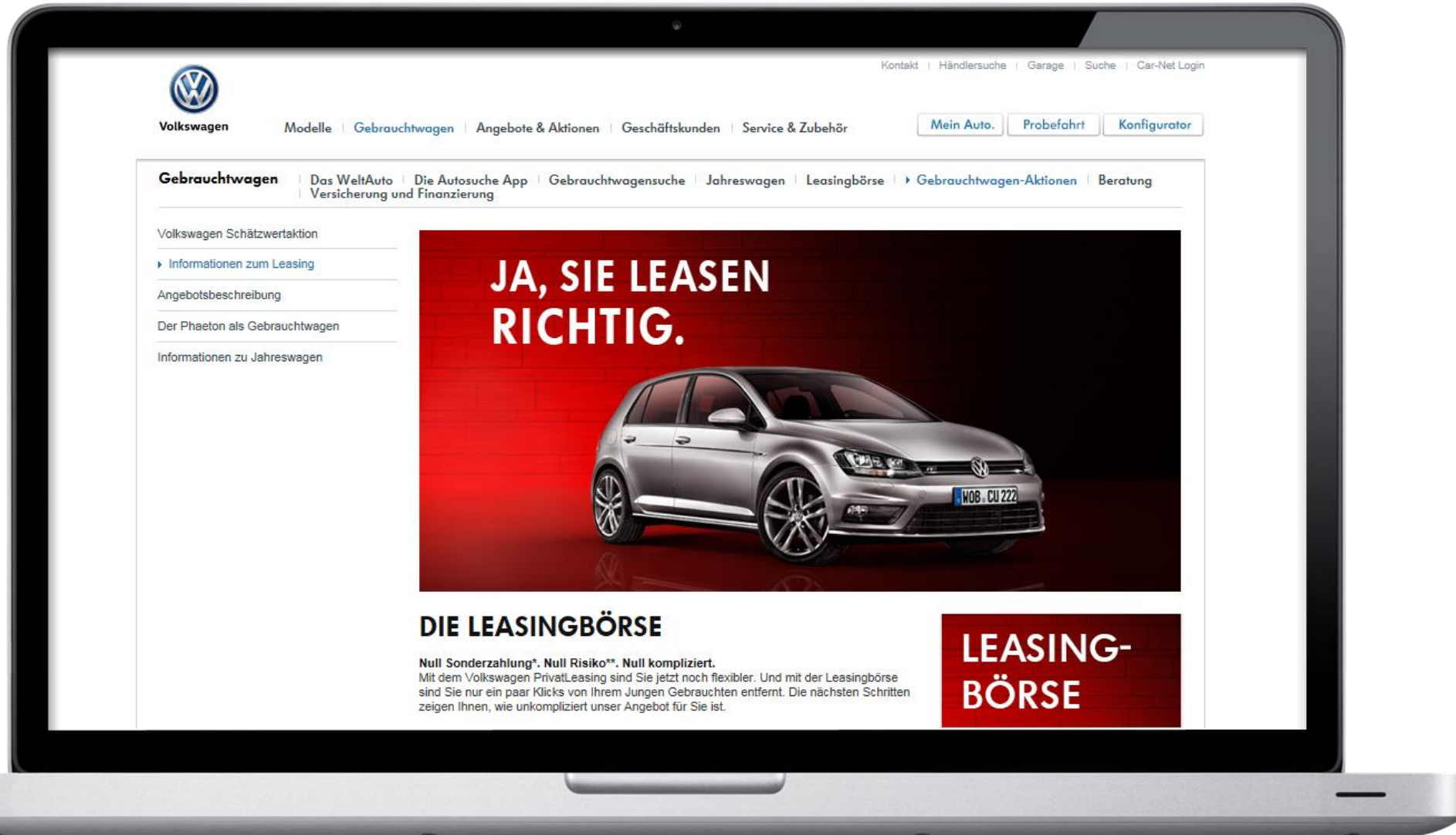
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ALLE PRODUKTE ONLINE BIS 2020

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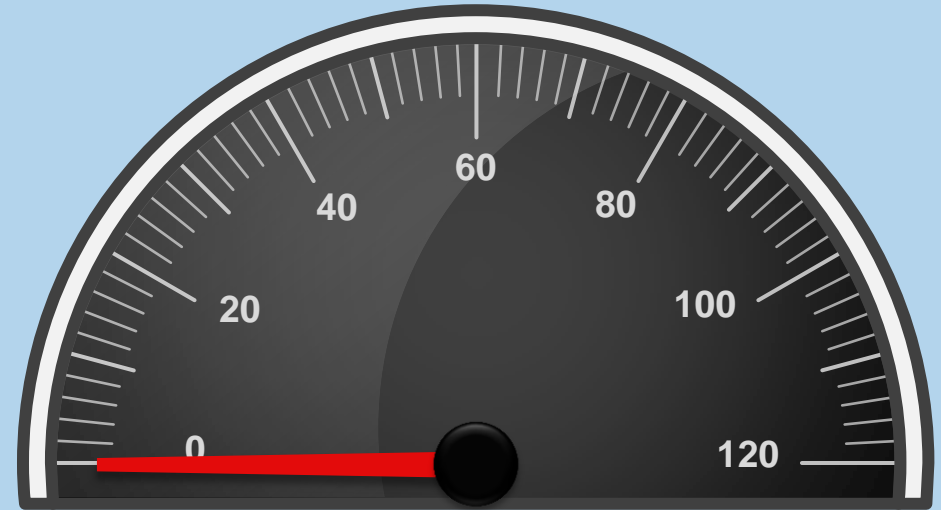
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Strom Laden



Parken (On / Off Street)



Location Based Services



Maut



ÖPNV



Taxi

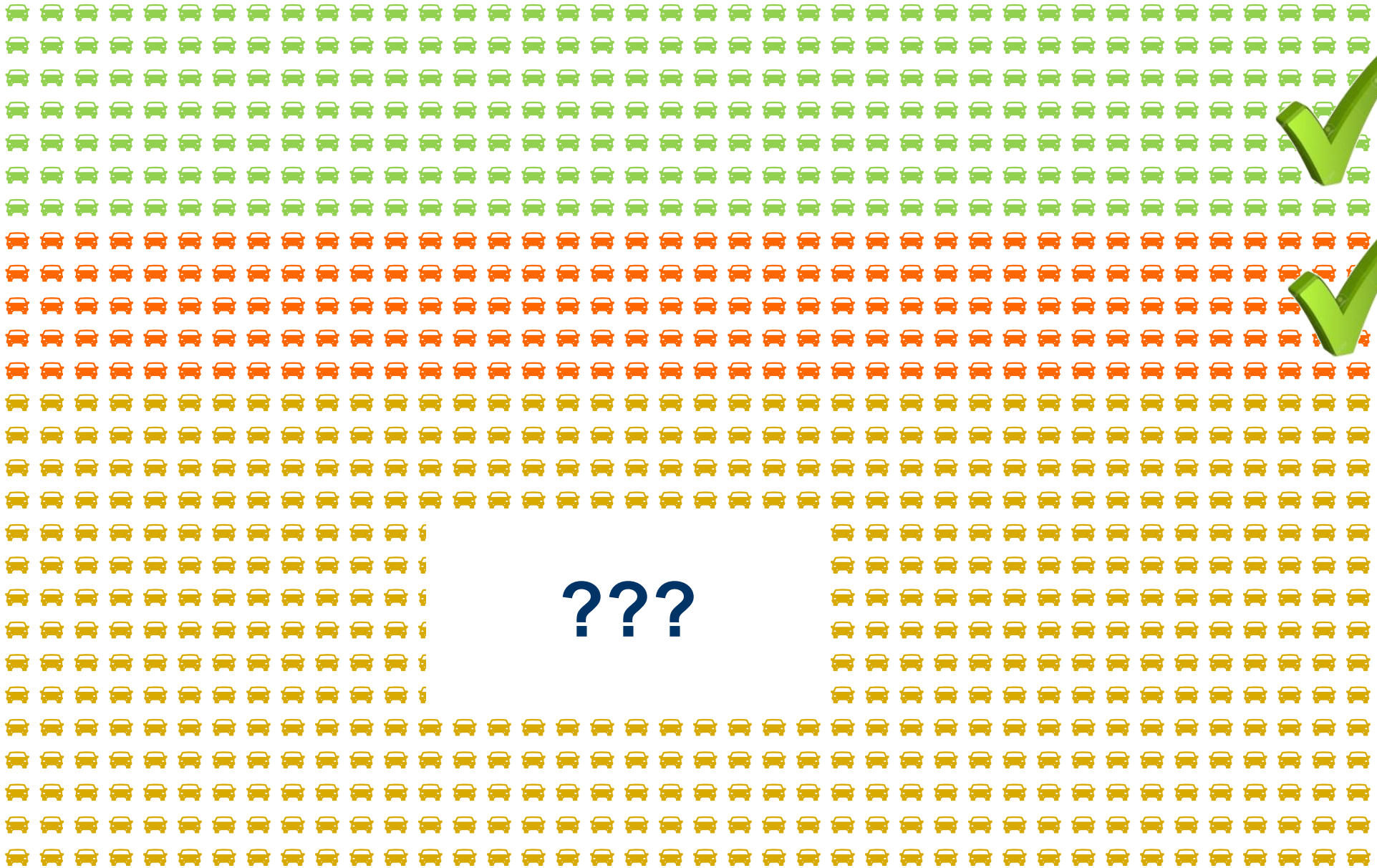


Micro Payment

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10 Million



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Danke