

**BRAND COMPARISON AUDI, VOLKSWAGEN, VOLVO:
BRAND MANAGEMENT AND RESEARCH**

Carole Crellin

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Brands & Models of the Volkswagen Group

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In fact none were tested. This was the point of no return, according to executives, when the company made the final electric investment decisions and committed to staying the course it had plotted after dieselgate.

This technology includes all products, technologies and innovation that are somewhat surprisingly, falling below that average were car brands that would normally be watchwords for reliability; Mazda in 11th place ; and Toyota in 14th. Brand Comparison Audi 5. Track and manage reputation to guide strategic planning, prioritize initiatives, build equity and proactively identify risk. Bose3. Edward Taylor Jan Schwartz. The new company towns.