

FIVA honors former Volkswagen CEO || Prof. Dr. Carl H. Hahn



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The setting could hardly have been more appropriate than the Zeithaus at Autostadt. Surrounded by milestones in the history of the automobile, one of the key personalities in the history of Volkswagen, Prof. Dr. Carl H. Hahn, was inducted into the FIVA Heritage Hall of Fame.

The man who already believed in success in China at an early stage and was the first to reposition the automotive industry in Saxony following German reunification was not only a pioneer in the business field. He also achieved a great deal with respect to the company's model history. The transition from the Beetle to the Golf – a genuine paradigm shift – took place while he was at the helm. Later, it was under his leadership that the Golf became a real sports model with features such as the G-Lader supercharger and the 16-valve engine. With a considerable sensitivity to the market, he selected the Santana for China, which proved to be a good decision.

However, during the award ceremony in the Zeithaus at Autostadt, the main focus was on Carl Hahn as a car man rather than as an entrepreneur. He was visibly moved to receive the award: "It is a great pleasure for me to receive this award today as it is precisely 100 years since my father came to Zschopau and started the history of the Hahn family in the automobile industry."

Volkswagen congratulates its former CEO, who has remained a respected companion to this day.

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