

Time for change has come !



"I am more interested in the future than in the past because I intend to live in it."

Albert Einstein



To all believers → Time for change has come

It's been **more than 10 years** that I've been building the future of the Volkswagen brand and group with amazing colleagues. Hard „Diesel-times“ belong to the past, electromobility and the 4 Forces will give us a strong push into the future. VW will build and operate SmartCars and be a powerful TechGroup in 2030.

The „**Time Machine**“ is worth combining all forces!



Now it's time for me: **time for change**

Since 1996 I've been living a weekend-marriage and –family life.

Corona brought me home and I realized that we can live happily together. I'm with my family now and that's where I want to stay.

I want to thank you all and also say sorry for the times, when it was “too much” to bear.

What's next?

After **SmartCars** come **SmartBoats**, the nautical passion I plan to dedicate myself to with my family.

I wish you/us health and strength to cope with the challenges and setbacks in front of us and not lose sight of the target.

Hopefully we stay in touch, either on the road or – even better - on water.

Yours Michael Jost



10 yrs of strategy work for Volkswagen. Impulses for the realignment of the Group.



Michael Jost



Led Volkswagen brand into a new future; K2 setup for strengthening of brand group Volume



Established clear Group-Commitment to Paris 2015 followed by new alignment of automotive industry



Made in Germany: Set Germany as location for electrification and digitalization strategy



*Ready for Future
...SMART CARS!*

What's next?



**ŠKODA
2010**



2015

**VOLKSWAGEN
AKTIENGESELLSCHAFT
2018**



*Setup of electrotransformation and unified electronic architecture as basis for groupwide digitalization;
Yearly allocation of >60 Bn. € in future projects*



Strategy 2030: clearly positioned brands, one Backbone/SSP, unified tech competence and new business model



Trinity: Setup of „The Time Machine“



Strengthening of Škoda and profitable positioning

What's next Michael?

... Smart Boats!

Smart Brand



Member of
Supervisory Board



Smart Projects

Strategy: Brand, Value, Positioning,
Portfolio, Marketing,
Communication



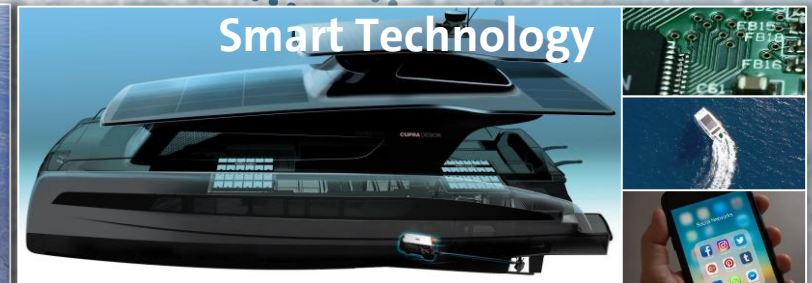
JOST Group



Silent Yachts Holding

New Company

Battery Electric Vessels (BEV) and
Autonomous Driving on the seas



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MJ Business Card



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