



Schmall, Thomas

President & CEO
Volkswagen do Brasil



Mr. Thomas Schmall, 46, economist, is the President & CEO of Volkswagen do Brasil since January 2007. Born in Frankfurt, Germany, and with a background in economics and Organizational Psychology at the Justus-Liebig University in Giessen, Germany. Mr. Schmall has been active in the Volkswagen Group ever since 1991. Upon entering the company, he participated in implementing the production of the third generation of Golf – the most important VW model sold in Europe – at the Corporate Headquarters in Wolfsburg, Germany. Mr. Schmall was responsible for production set-up of VW models Polo, Lupo and Seat Arosa in Wolfsburg. Between 1996 and 1999, he took part in several Volkswagen projects in Mexico and South Africa. His first time in Brazil took place in 1999, leading the production of Audi A3 and VW Golf, as Manufacturing Manager of the São José dos Pinhais (Paraná, Brazil) plant. In the next year, he became the head of the plant until 2003. In the same year, Mr. Schmall became the chairman of the board of Volkswagen Bratislava, in Slovakia, production site of the Touareg, where models are being produced also for Audi and Porsche. In this position he stayed until 2006. Since 2008, he is also Vice-President of the Council of the German-Brazilian Chamber located in São Paulo.

VOLKSWAGEN DO BRASIL

Focused on overcoming the challenges of the present and with the view towards the future, Volkswagen completes 57 years in Brazil. Its history began in the district of Ipiranga in São Paulo, on March 23, 1953. With only 12 employees, Volkswagen do Brasil Ltda. assembled the Volkswagen Beetle - then called the Volkswagen Sedan - from parts imported from Germany. The company was soon recognized by the market for making durable and reliable cars, with competitive price, ease of maintenance and high resale value. At the same time, Volkswagen was positioned as the most innovative manufacturer in Brazil by launching new technologies and establishing new patterns of consumption. One of the most emblematic examples of this pioneering occurred 7 years ago, when the brand launched the Total Flex technology, giving consumers the freedom to choose the fuel of their preference. Today, according to Exame magazine (“Melhores e Maiores”), Volkswagen is the second largest private company in Brazil, with 22.7 thousand employees and 18 million vehicles produced throughout its history. Only in 2009, the company produced 770 thousand vehicles in the country and sold 684 thousand in the domestic market, with a 22.7% market share. Since 1987, VW Gol is the best-selling car of the country, with more than 5 million sold units in the local market.