



Volkswagen dealer application
form
(Baltikum)



This is application form for NEW Volkswagen dealer or service partner applicants. All parts of this form have to be filled in. In case of missing, incorrect or incomplete information application form will be sent back and no further actions will be taken until the form will be completed.

1. General information: general information and numbers about inhabitants of the city and region, short social- economic characterisation, names of the biggest companies, most common people income sources.

2. Information about automobile park of city and region:

- Number of registrated cars (per brand) within city and region
- Number of registrated Volkswagen cars in:
 - age 1-4 years
 - age 4-7 years
 - age over 7 years

3. Information about other brand dealerships: dealer status (full size dealer, agent, sales point, service partner only), number of sales, image, photos.

4. Information about company: copy of registration documents, organigramm. Names and number of shares of shareholders.

5. Information about building site:

- The size. Calculation:
 - For the projects in cities with number of inhabitants 200-500,000 : 0,4-0,7 ha
 - For the projects in cities with number of inhabitants 100-200,000 : 0,3-0,4 ha
- Legal status (ownership, rent agreement)

Attached documents: copy of ownership documents or rent contract, state registration and approval for construction works or information when this approval will be given.

- Location: address and characteristic of the region.

Attached documents: general plan with clearly seen borders and location of building in red line. Clearly pointed out construction obstacles (such as high voltage cables, gas pipes, etc.)- If such exist.

Site plan with clearly identified parking slots, and traffic lines as well as location of competitor brands.

360° pictures of the site. Pictures of nearest and largest companies, shopping malls.

- Detailed information about reconstruction steps (in case if not newly build)

6. Information about planned company:

- Status choose (full size dealer (sales and servicing); agent (sales and servicing); service (servicing, warranty, spareparts))
- Planned showroom size:
 - For the projects in cities and regions with number of inhabitants 200-500,000
Showroom: 200-600 m² (30 m² per car)
Typical showroom size: 14mX14m, 21mX21m, 28mX14m, 28mX20m
Number of service workplaces: 10-20
 - For the projects in cities and regions with number of inhabitants 100-200,000
Showroom: 180-400 m² (30 m² per car)
Typical showroom size: 14mX14m, 21mX21m, 28mX14m
Number of service workplaces: 5-15
- Planned service size:
 - Workshop area (one workplace 35-50 m²)
 - Body and paintshop
 - Spare parts stock area (calculated by 20 m² per workplace in two floors and height not less than 4 m)
 - Technical and other equipment area (not less than 10% of workshop area)
 - Administrative and social rooms (5 m² per mechanic)
 - Direct reception area (65 m² recommendation)
 - Service reception area (30 m² per receptionist)
 - Training class (50 m² recommendation)
 - Office area (12 m² per employee)
- Planned parking area:

The number of workplaces and planned sales results has to be taken in account.

- Existing experience in car sales (also used), characteristics of sales personnel.

- Existing experience in car servicing: models, segments, used equipment, technology, software.

Existing experience in servicing of Volkswagen cars. Characterisation of existing customers and car park (number, model range, most common service works, service personnel organisation method)

Existing experience in sales of spare parts and accessories.

7. Financial information about company

- Financial activities: financial results in last 2 years (turnover, profit, participation in other projects)
- Volkswagen project delegated investment structure
- Information about for project taken credits or loans and banks
- Information about company/ investor market value

8. Planned investments in construction and equipment

(info: only the standard list of workshop tools and equipment will cost approx. 150 tEuro)

9. Planned start and finish time

Planned beginning of design and project, construction or re-construction works.
Planned finish and opening time.


10. Business plan

- Car sales plans per Volkswagen and Volkswagen light commercial model range for the next 2 years
- Workshop sales based on automobile park counted 6-7 productive hours per car within one year.
Basic service figures (such as hour rate, number of served customers per day, number of sold hours per day, percentage of spare part sales over the counter and workshop, etc.)
- Marketing plan for car sales and aftersales.

(Filled in form should be signed and sent to Baltic's DealerNet Manager:

maris.zoltners@volkswagen.lv)

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