

VOLKSWAGEN GROUP
OF AMERICA

Fireside Chat

Navigating Tariff Turbulence in the Global Automotive Market

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The interplay of global and domestic politics is causing a paradigm shift in global automotive trade.



Tariffs



USMCA



Connected
Vehicle Rule



IP and Material
Restrictions



Trade
Restrictions

*The global
business
landscape is
growing
increasingly
complex and
dynamic*



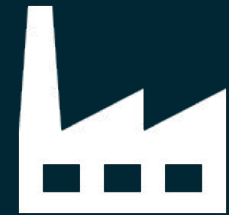
**Increased
Costs**



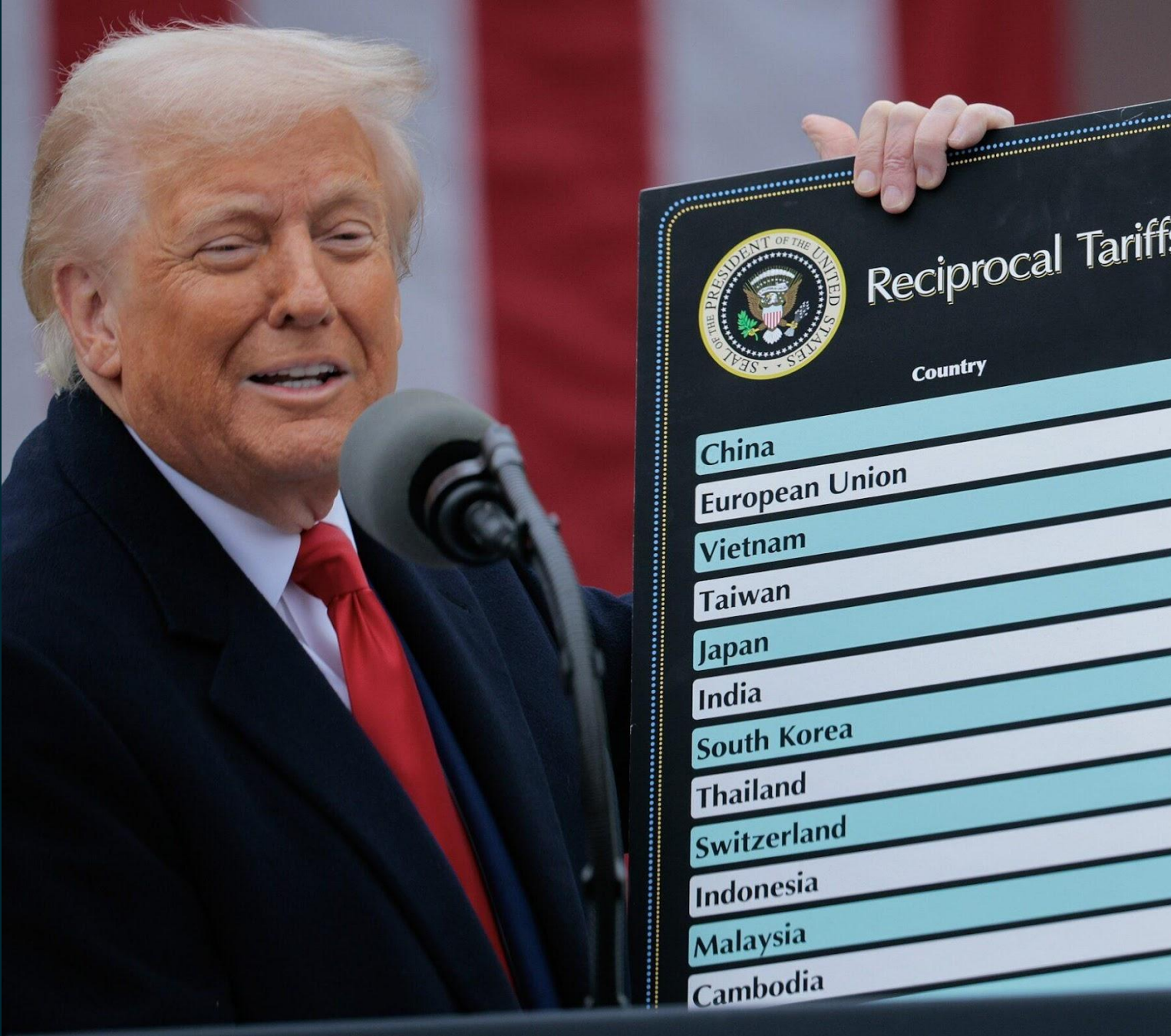
**Demand
Uncertainty**



**Unstable
US-China Relations**

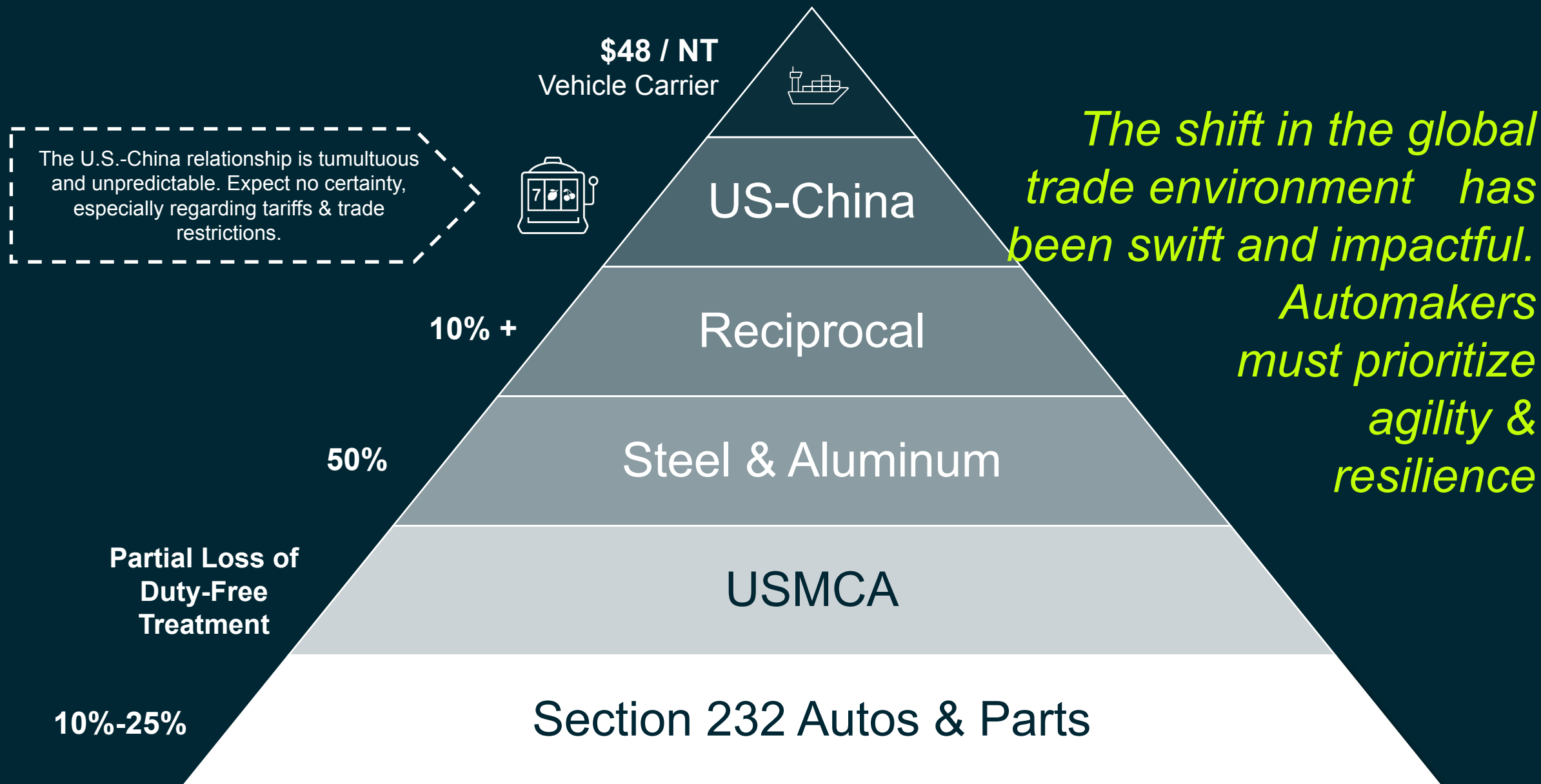


**Pressure to
US Localize**

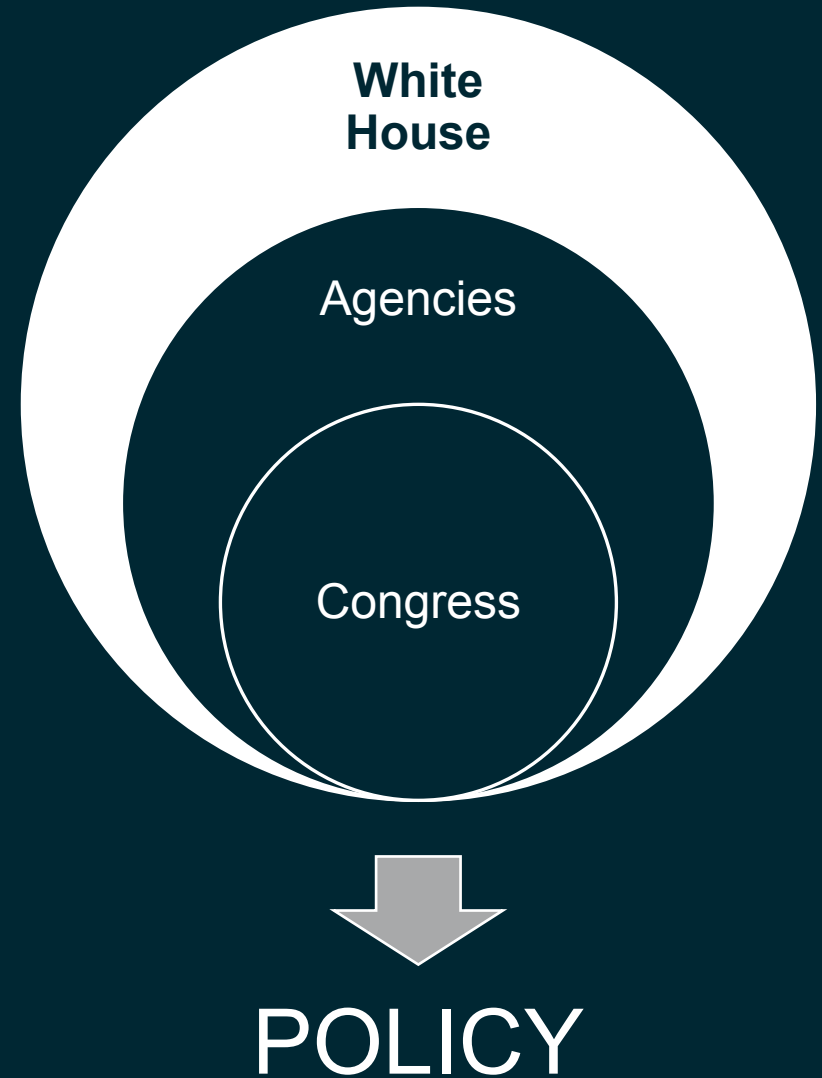
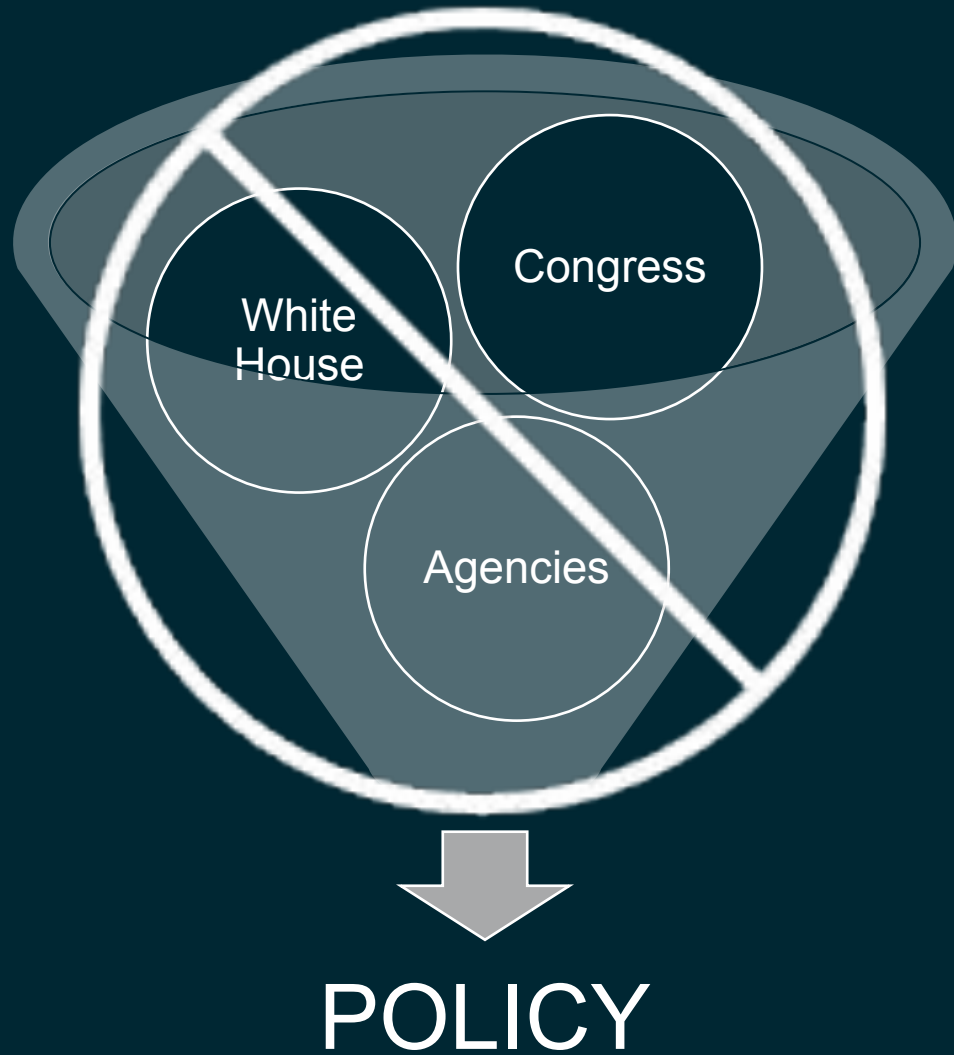


To me the most
beautiful word in
the dictionary is

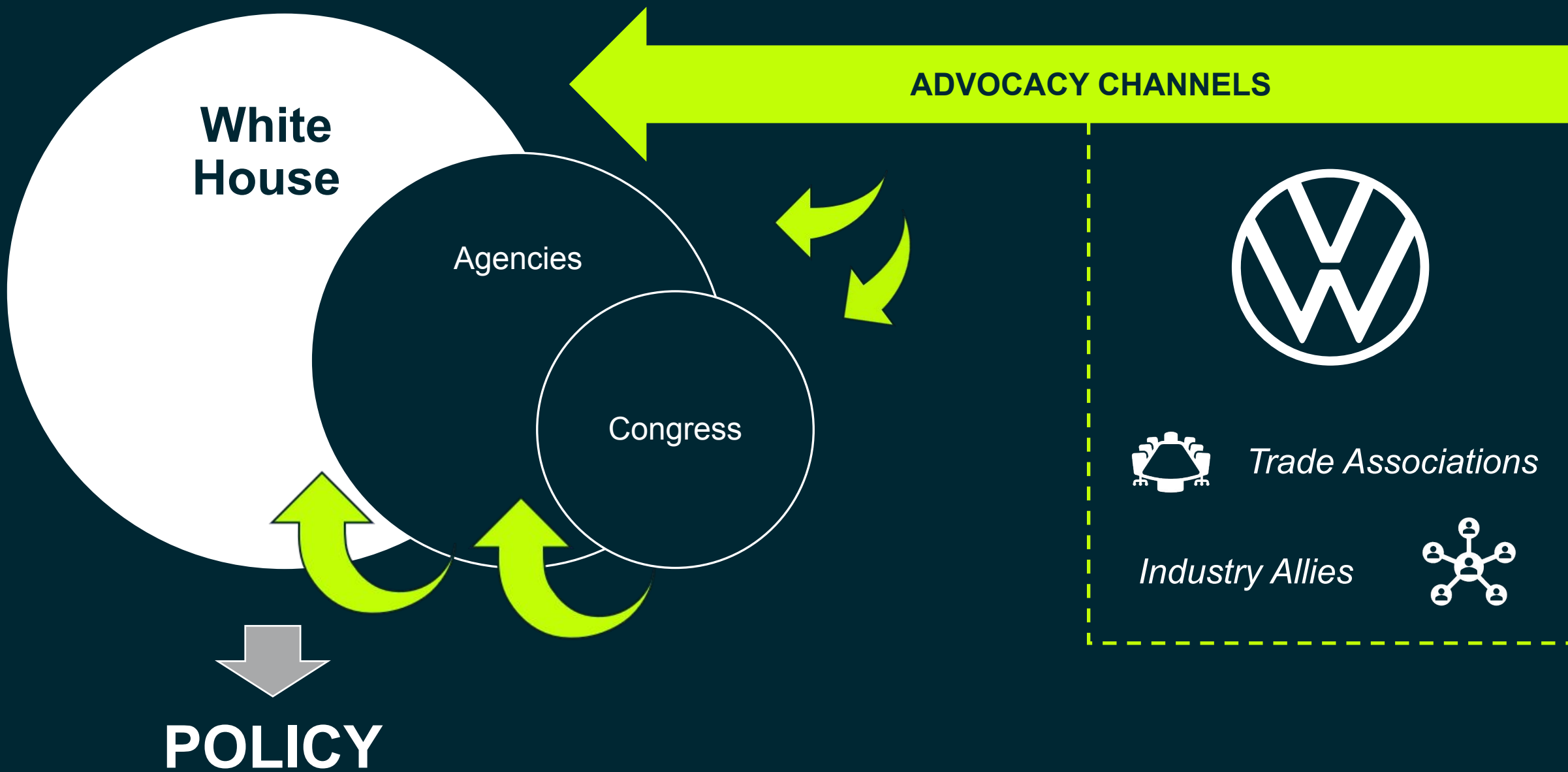
TARIFF



The Recipe For Advocacy Has Fundamentally Changed



Any Successful Political Strategy Must Now Start From The Top



To survive the new global business environment, companies must implement a robust political strategy to improve forecasting and mitigate risks.



Thank You

Questions?