

FEASIBILITY STUDY

VOLKSWAGEN AUTOSTADT



Source: Autostadt GmbH

Client: Volkswagen AG, Wolfsburg
Year: 1997 – 2000
Location: Wolfsburg (Lower Saxony), Germany

Brief Description:

Volkswagen opened the “Autostadt” in Wolfsburg for EXPO 2000. Linked directly with the production facilities, it represents the largest corporate communication project in the world.

Wenzel Consulting was hired to study the feasibility of the project and to advise the company in the selection of suitable project partners. Core attractions are the company forum, auto museum, various brand pavilions, a five-star Ritz-Carlton-Hotel and a car pick-up center.



Tasks:

- Feasibility Study
- Target Group Analysis
- Visitor Prognosis
- Profitability
- Reference Systems
- Designer Competition
- Ongoing Consulting

Additional information can be found at www.autostadt.de.