Abstract

Since the invention of the automobile, cars have taken an important role in our society. Once they were available only to the wealthy few that could afford them as a luxury in life. However, today cars have become a necessity for everyone. German automobile companies like Benz, BMW, Volkswagen, Porsche and Audi are well known for their Engineering and technology. Identifying the above said facts, this paper is the right one to acknowledge. First, the study describes briefly the automobile history in Germany and India. The paper then goes on to explain the superior engineering, design, reliability, and technological innovation of
German cars in India. This study investigates the various strategies adopted by German car makers, and their technological ascendency in succeeding other competitors in Indian market. Finally the study reveals that, the Indian and Japanese automobile manufacturers are marketing competitive cars in the global market, it's because of the German marketer’s presence, with the high tech engineering, that forced them to sustain the market.

Reference

Index Terms

Computer Science  Ubiquitous Computing

Key words

Technology unmatched  Competitive

Strategies
Challenges ahead.