



## **Carl Hahn**

Born on 1 July 1926, Carl H Hahn is a prominent German senior executive in the automobile industry who, among other things, was the chairman of the board of Volkswagen from 1982 to 1993. In 1958, Hahn became the head of Volkswagen of America and managed to build an excellent market in the US for the Volkswagen Beetle and the Transporter with remarkable and original advertising campaigns. Since 1982, he was the chairman of the board of Volkswagen Management. During his term of office, Volkswagen took over the Spanish SEAT and Czech Skoda companies and signed up a joint venture into the People's Republic of China.

Among the many international honours that Hahn has received, he was elected to the European Automotive Hall of Fame in 2006. He was also honoured in Beijing as the "Person of the Year 2018" for his pioneering role in the market entry of Volkswagen into the People's Republic of China. He is an honorary citizen of the cities of Wolfsburg, Chemnitz, Zwickau, and Changchun (China). Carl Hahn initiated the Kunstmuseum Wolfsburg, of which he is still a member today, and is active in numerous political, cultural and social organisations.