



# Qualitat

European Motors Ltd

## VW AUDI SKODA

### SERVICE AND PARTS



#### In brief

**Qualitat** is located at  
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Fax (09) 579-6102  
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#### Workshop hours

Mon-Fri 7.30am - 5pm

#### Spares hours

Mon-Fri 7.30am - 5.15  
Sat morning 8.30am - 12.30

#### Check out our website

[www.qualitat.co.nz](http://www.qualitat.co.nz)

Some other websites you  
may like to check out -

[www.vwownersclub.co.nz](http://www.vwownersclub.co.nz)  
[www.audi.com](http://www.audi.com)  
[www.volkswagen.com](http://www.volkswagen.com)

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## Importers of Audi / VW / Skoda parts

Volume 28

Summer 2012

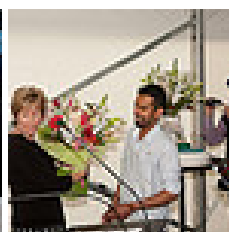
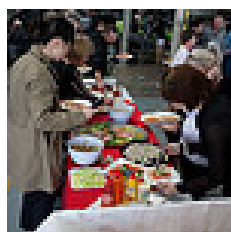
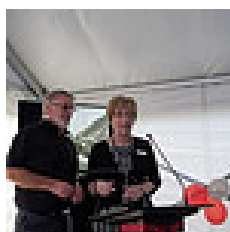
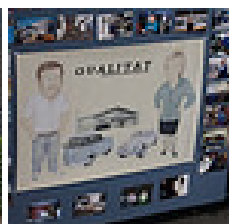
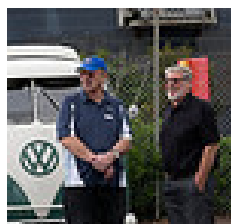
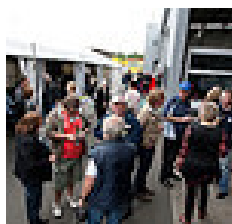
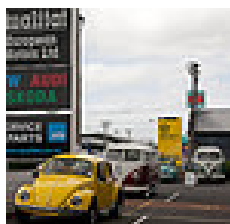
### Celebrating 40 years

After many months of planning, Qualitat held its 40th anniversary celebration at their premises on Saturday 6th October. The celebration saw a gathering of approximately 250 customers, suppliers, and past and present employees. At 1pm drinks and nibbles were served, followed by lunch and speeches. Josie reflected in her speech on how Qualitat progressed from a small workshop specialising in air-cooled Volkswagens, to now having their own large extensive parts warehouse importing and supplying Volkswagen, Audi, and Skoda parts, and a large workshop capable of keeping up-to-date with the latest Volkswagen, Audi and Skoda software updates for engine, transmission, key coding etc.



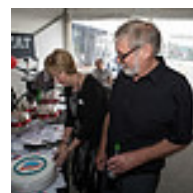
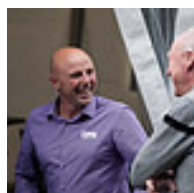
40th celebration photo link - <http://www.flickr.com/photos/ovaloffice/sets/72157631793688392/>

Wayne and Josie thank everyone who came and helped celebrate this event and to others who sent their kind wishes.



### Breaking News

Wayne and Josie would like to announce and welcome Vagn Dyson, Qualitat's workshop manager and employee of 20 years, as a Director and Shareholder of the company. Wayne and Josie have the utmost confidence in Vagn and the rest of the Qualitat crew, to ensure customers get the same service and attention that has been given to them for the past 40 years.



## QUALITAT

EUROPEAN MOTORS LTD

♦ We are importers  
of parts for

**Audi  
VW  
Skoda**

♦ Repairers of all  
vehicles.

♦ We have techni-  
cians trained in

♦ **VW**

♦ **Audi**

♦ **Mercedes**

♦ **BMW**



### VW News -

#### History of the Volkswagen Group (Part I)

Volkswagen Group is a German multinational automotive manufacturing company headquartered in Wolfsburg, Germany. It designs, engineers, manufactures and distributes passenger cars, commercial vehicles, motorcycles, engines and turbo machinery, and offers related services including financing, leasing and fleet management. It is the world's largest motor vehicle manufacturer by 2011 unit sales and has maintained the largest market share in Europe for over two decades.

Volkswagen Group sells passenger cars under the Audi, Bentley, Bugatti, Lamborghini, Porsche, Seat, Škoda and Volkswagen marques; motorcycles under the Ducati brand; and commercial vehicles under the MAN, Scania and Volkswagen Commercial Vehicles marques. It is divided into two primary divisions, The Automotive Division and the Financial Services Division, and consists of approximately 340 subsidiary companies. The company has operations in approximately 150 countries and operates 94 production facilities across 24 countries. It holds a 19.9% non-controlling shareholding in Suzuki Motor Corporation.

Volkswagen was founded in 1937 to manufacture the car which would become known as the Beetle. (Hitler said 'It should look like a Beetle' - 'you have to look to nature to find out what streamlining is.' The company's production grew rapidly in the 1950s and 1960s and in 1965 it acquired Auto Union, which subsequently produced the first post-war Audi models. Volkswagen launched a new generation of front-wheel drive vehicles in the 1970s, including the Passat, Polo and Golf; the latter became its bestseller. Volkswagen acquired a controlling stake in the Spanish carmaker SEAT in 1986, making it the first non-German marque of the company, and acquired control of Škoda 20 years ago, of Bentley, Lamborghini and Bugatti in 1998 and of Porsche in 2012.

Volkswagen was founded on 28 May 1937 as the *Gesellschaft zur Vorbereitung des Deutschen Volkswagens mbH* ("Society for the preparation of the

German People's Car", abbreviated to Gezuvo) by the Nazi *Deutsche Arbeitsfront* (German Labour Front). The purpose of the company was to manufacture the Volkswagen car, originally referred to as the Porsche Type 60, and later known as the Volkswagen Beetle. On 16 September 1938, the company was renamed *Volkswagenwerk GmbH* ("Volkswagen Factory limited liability company).

During World War II the Volkswagen plant near Fallersleben primarily manufactured the military Kubelwagen (Porsche Type 82) and the related amphibious Schwimmwagen (Type 166), both of which were derived from the Volkswagen. Only a small number of Type 60 Volkswagens were made during this time period. The Fallersleben plant also manufactured the V-1 flying bomb, making the plant a major bombing target for the Allied forces. Much of the workforce at the plant was slave labour, primarily from eastern Europe.

After the war in Europe, in June 1945, Major Ivan Hirst of the British Army Royal Electrical and Mechanical Engineers (REME) took control of the bomb-shattered factory, and restarted production, pending the expected disposal of the plant as war reparations. However, no British car manufacturer was interested; "the vehicle does not meet the fundamental technical requirement of a motor car ... it is quite unattractive to the average buyer ... To build the car commercially would be a completely uneconomic enterprise". In 1948, the Ford Motor Company was offered Volkswagen, but Ernest Breech, a Ford executive vice president said he didn't think either the plant or the car was 'worth a damn'. As part of the Industrial plans for Germany, large parts of German industry, including Volkswagen, were to be dismantled. Total German car production was set at a maximum of 10% of the 1936 car production numbers. The company survived by producing cars for the British Army, and in 1948, the British Government handed the company back over to the German state, where it was managed by former - Opel chief Heinz Heinrich Nordhoff. ... to be continued in the next newsletter.

### Warrant of Fitness reminders by email:

For customers who would like to receive their **warrant of fitness reminders** by email instead of by post - please contact us on

**office@qualitat.co.nz**

Please ensure you supply your - **full name**  
**car registration number**  
**email address.**

**Newsletters:** If, in future you would prefer to receive this Newsletter by email, please supply us with your **email address**.

**Email your email address to : office@qualitat.co.nz**



Coded VW3 series. This was built in Porsche's garage in 1936. It had forward opening doors and no rear window.



Major Ivan Hirst of the British Army Royal Electrical and Mechanical Engineers



Heinz Heinrich Nordhoff, architect of the Beetle's astounding post-war success, in front of the Volkswagen factory at Wolfsburg in July 1953.

## Audi News

Audi is researching ways of saving weight by using not only aluminium but also carbon fibre-reinforced polymers, state-of-the-art steel alloys and magnesium.

Joining techniques requires specialist know-how as aluminium panels can be easily damaged during welding. Some materials cannot be welded together at all - they have to be riveted, joined with adhesive or with self-cutting threaded screws. Audi now has the know-how to combine together virtually all materials relevant in the vehicle construction industry. This will be a distinct advantage, as this is the only way that it is possible to use just the right material in every part of the car - with no compromises.

## Škoda News

Škoda recently celebrated 20 years under VW ownership. The company plans to double its sales volume by 2018 with a new plant in India and the launch of three new models: a city car based on the VW Up, a small family car that sits between the Fabia and the Octavia in 2013, and an all-new Octavia model by 2014.

Škoda has prospered under VW ownership. It has gone from building two budget models in 1991, to five distinct models. In the last 20 years, Škoda had quadrupled its sales and last year sold 760,000 cars. Škoda is no longer the butt of jokes and is a serious cut-price rival to VW.



Škoda Citigo



Škoda Rapid



Škoda Yeti



Škoda Superb

Škoda opened a brand new showcase museum in November 2012 to display the 117 year company history in all-new dimensions. Although nearly totally refurbished, the museum is housed in one of the company's original factory buildings in Mladá Boleslav, Czech Republic. Škoda is one of the oldest and most tradition-rich automobile brands in the world. In the years ahead, Škoda is set to grow worldwide.

"When you are overtaking others you need to look into your rear-view mirror regularly. This is what we are doing with the new museum in its historical location, and we are doing it in a fascinating way," says Škoda's boss.



Wayne, Josie, Vagn, and Alaster outside the Volkswagen factory during a recent visit to Germany.

As well as visiting the Volkswagen Factory in Wolfsburg, they also attended Auto Mechanika in Frankfurt and visited some of their overseas suppliers.

# QUALITAT

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## Our Services

- Audi Parts
- Volkswagen Parts
- Skoda Parts
- Seat Parts
- Audi Servicing
- Volkswagen Servicing
- Skoda Servicing
- Seat Servicing

## Contact us

0800 4VW AUDI  
MTA ASSURED

## End of an era!!

After 55 years in production, sadly the Volkswagen T2 Microbus or Kombi is coming to the end of its production run at the end of next year.

Impact safety and tougher emission standards mean the vehicle we all fondly associate as an early type people-mover, and sometimes holiday live-in, must now roll off the production for the last time next year.

Seven years after first being produced in Germany, manufacture was moved to Brazil in 1957, and it has been a strong seller ever since.

Although externally the Kombi has not changed noticeably, internally it has undergone some

fundamental changes.

The earlier air-cooled flat four being replaced in 2005 with the in-line 64kW 1.4-litre four cylinder normally found transversely driving front-wheel drive Polo and Golf models.

This resulted in a grille being fitted to accommodate the need for a radiator.



Alana Thompson receiving her \$50 voucher

**Merry Christmas  
and  
Happy Motoring  
from the  
QUALITAT Team**



Like us on  
**Facebook**

Winners so far are - Alana Thompson - October  
Philip Coyle - November



**facebook**



Like us on  
**Facebook**

**Type Qualitat.European in the search box  
and LIKE us.**

**Each month there will be a draw for a \$50  
petrol voucher.**

**Order your parts or book-in via Skype  
Skype name is Qualitat.European**



**Watch for our Parts specials on  
Qualitat's Trademe name is**



**VWPARTS01 - for Air-cooled listings, and  
VWPARTS02 - for Water-cooled listings.**