



Session A2
Thursday 11.00-13.00

Creating an Internet Society - The Volkswagen Net Story

Peter Egger

Idea and Goal



- **Everybody within VW should have basic internet knowledge**
- **Project is from April 2001 to December 2002**
- **Project is for all VW plants in Germany**

Level 5 Internet Offensive



- **Brochure + CD**
- **Intranet**
- **Marketing**
- **Information**
- **Hotline**
- **CD Learning program**
- **Online Learning**
- **Level 5 Learning rooms**
- **Training**
- **Coaching**
- **Test (20 questions)**
- **Certification**

- **Volkswagen Portal**

Information

Service

Check

For Free

Level 5 Internet offensive



- **Level 5 has become a brand name**
- **24 hour service**
- **Positive image for the VW Coaching Company**
- **Is more than IT-learning**
- **IT Training Award 2001**