**Applied Mini-Case**

The Volkswagen Golf has hit 30! VW celebrated the launch of the fifth generation of the model, which seems to have defied middle age and maintained its status as a trendy brand. An advertising campaign accompanying the launch charted the development of the Golf through its three decades of life. The creative work highlighted the changing design and features of the car over time. This illustrates VW's decision to continually upgrade the Golf, rather than replace it with a different model.

**Sources:** Samuel Solley, 'VW plays on Golf’s heritage with evolutionary approach', *Marketing*, 25 March 2006, p. 9; VW 2004–2006.

### Question

Several years from now you have secured a job as brand manager for the Golf. Assume that VW is about to make a decision about whether to launch a new generation of the Golf or replace it with a new model with a new name. Prepare a report arguing in support of one of these options. You should explore the arguments for and against each option.