



Das Emissions.

THE FINAL POLLUTION - VOLKSWAGEN

by

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On April 7, 1944 Winston Churchill said days prior to the D-Day Invasion, *“Bravery, ingenuity, and persistence as human qualities of greater value than equipment.”*

In a story published by the Associated Press on September 23, 2015 they said:

BERLIN— Volkswagen CEO Martin Winterkorn since 2007 resigned Wednesday, days after admitting that the world's top-selling carmaker had rigged diesel emissions to pass U.S. tests during his tenure.

The smog-test trickery has wiped out billions in VW's market value and raised the specter of criminal investigations and billions more in fines.

"I am doing this in the interests of the company even though I am not aware of any wrongdoing on my part," his statement said. "Volkswagen needs a fresh start ... I am clearing the way for this fresh start with my resignation."

The company has yet to reveal what its digital records show about who developed, wrote and tested the code, under whose direction, and why.

Does that sound familiar to anybody? Do you remember, "Wir habben es nicht gewüsst!" This remark usually associated with the response of German officials at the end of WW II can be translated as, "We did not know." As recently passed away Yogi Berra used to say, "It's like déjà vu all over again". And so it seems that Martin Winterkorn had a well used and readily available answer to the scandal rocking Volkswagen throughout the world.

Any parent must recognize these words that denied responsibility in the face of some catastrophe at home. "I don't know anything about that mom! Dad I promise I see that the vase is broken but, I don't know anything about it!" Later of course, that thought of denial of responsibility becomes more grammatically refined to, "I am not aware of any wrongdoing on my part."

So the board of Volkswagen put aside some money to pay for this indiscretion. AP yesterday quoted Volkswagen officials as saying,

"VW had said that 11 mil vehicles worldwide were rigged to falsely pass emissions tests; it set aside \$7.2 bil (which may only scratch the surface) to cover related costs. Winterkorn apologized, saying that he was "endlessly sorry." Shares fell another 15.5% to 25.44 after tumbling 17% Monday."

In the United States we say, "You got caught up with your hand in the cookie jar." "I am not aware of any wrongdoing on my part," doesn't cut it!

Have we reached a point in our society when the human qualities about which Churchill spoke, "The bravery, ingenuity, and persistence as human qualities of greater value then equipment."

Where are we as a people, as a society? Is this what we have become? Cheat your people, but be sure to put enough money aside in case you get caught? And then remember the disclaimer from childhood, "I don't know anything about it."

That remark must exist in all languages, but when it exists and evolves into a corporate tool or a national strategy maybe it's time to examine ourselves, our values, what we say, and what we do. It should have some semblance of congruence and consistency. Or we can simply revert back to the cop out of childhood, "I don't know anything about it."

What is the price of honesty, integrity and honor these days? I hope Volkswagen thinks about this as they appoint Porsche boss Matthias Mueller, chief executive as they put the billions of euro's aside to cover the "magical" computer program about which no one knew anything.



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