

Abstract

Bachelor thesis Economical crisis and its impact on German automobile industry deals with impacts of economical crisis on German automobile industry and with measures, which should mitigate these impacts. These measures include implementation of scrapping, possibility of work in shortened work week and change of system for taxation of motor vehicles. Thesis deals with administrative and procedural side of these state interventions and concurrently analyses how this form of aid helped to companies active in this industrial sector. Concurrently is mapping actions of three selected companies in period of crisis. It concerns enterprises Volkswagen, Daimler and Robert Bosch. This Thesis notes different role of these measures and inequality of their help. Simultaneously is drawing a conclusion, that thanks to these measures was the economical crisis overcome much quicker than it would be without their implementation and their importance lies primarily in not burdening of social system of state. Work concurrently documents a perception of this topic in Czech media, where concludes that the economical crisis in German automobile industry was perceived primarily in context of its importance for Czech economics. This thesis is showing, that in overcoming of economical crisis wasn't only scrapping participating but their importance had more state measures.