

# Juan Eduardo Neuenschwander

Autobahn



“ I saw an opportunity to become a leading retailer and installer of auto electronics and accessories. ”

<b>COUNTRY</b>	Chile
<b>INDUSTRY</b>	Industrials
<b>YEAR SELECTED</b>	1999
<b>WEBSITE</b>	<a href="http://www.autobahn.cl/">www.autobahn.cl/</a>

## COMPANY SNAPSHOT

A successful entrepreneur in other markets, Juan began developing Autobahn after a trip to Europe exposed him to a well-developed market for automobile services. Autobahn became Santiago's leading retailer and installer of auto electronics and accessories for new and used cars. Juan consistently grew Autobahn's sales an average of 40% per year, and opened several retail stores. Seeking to expand his business, Juan evaluated the opportunity to transform after-market car installations through the use of the internet.

He is currently using the Internet to catalyze and revolutionize his business model. Initially just an online catalog, Autobahn has expanded its Internet services to include webpay and is working to include home installation capabilities. With an expected growth just from internet services, Autobahn has been a historical innovator with a future looking just as bright.

## ENDEAVOR AND AUTOBAHN

Under guidance from an Endeavor eMBA (namely, to avoid adding an Internet component to the business), Juan managed to weather the 2001 internet bubble without harm. He participated in an Entrepreneur Summit, and received mentorship guidance on streamlining management for greater efficiency.