

Antenarrative Case Study of 10 Globalization Myths – Dieselgate

Extract from **True Storytelling:**
The Rise and Fall of Globalization! By David M. Boje
Jan 26 2018; Revised June 15, 2018 5:59 AM

After working through the narrative-counternarrative analysis, and tracing the historical situation, I will perform an antenarrative analysis of the Dieselgate case.

Narrative-Counternarrative Dieselgate analysis There are many narrative-counternarrative dialectical oppositions that are the visible tip of the iceberg. VW corporate narratives ran in ads as VW set out to conquer and dominate the US auto market:

Corporate Narrative “Volkswagen has more diesel cars on the road in the US than every other brand combined” “Boasting a two-liter TDI turbo-charged clean diesel engine, not only does it provide excellent fuel economy, but you’ll love the performance, too” (Netflix, 2018).¹

VW’s TDI clean diesel became the ‘Green Car of the Year’ in 2009 for its Jetta and in 2010 for its Audi TDI from *Green Car Journal*.² VW had it all: not too expensive, great mileage, and unlike diesel engines of the past it was clean.

- It is a Beginning-Middle-End (BME narrative) linear plot
- It is retrospective narrative sensemaking (Weick, 1995).

Counternarrative: The VW Dieselgate scandal is widening. VW is using some kind of defeat device to defeat the test. “We may be looking at the largest systematic corporate fraud in the history of the global corporation” (IBID, Netflix, 2018). “Later, Volkswagen admits there are massive systematic fraud that’s even larger than we thought. The deception that impacts 11 million cars” (NBC News Sep 15 2015).³ VW’s share price down 30% (Investopedia, 2016).⁴

¹ Dirty Money (2018) series directed by Alex Gibney, Episode 1 Season 1 Netflix. These are actually quotes from VW ads.

² Money.CNN.com Volkswagen stripped of two 'Green Car of the Year' titles by Jackie Wattle Oct 1 2015 accessed Feb 12 2018 at <http://money.cnn.com/2015/10/01/news/companies/volkswagen-green-car-of-year-awards-rescinded/index.html>

³ NBC News Sep 15 2015 accessed Feb 12 2018 at http://www.nbcnews.com/id/57901942/ns/msnbc-all_in_with_chris_hayes/

This is my research question: **What happens in the ‘Globalization Storytelling System’ to a multinational corporation, its competitors, governments around the world, and societies of consumers and NGOs globally?** My answer is there are layers of storytelling in an iceberg, and most of it is below the water line. We will examine each layer. Above the water line are the narrative-counternarrative dialectic exchanges that rarely reach synthesis.

Narrative and Counternarrative are in Dialectical Relationship The counternarratives also have BME narrative linear plots, and retrospective sensemaking. The counternarratives also have BME narrative linear plots, and retrospective sensemaking. Narrative and counternarrative are in dialectical relationship that is Hegelian (Boje, *in press*). What kind of Hegelian dialectic? There are two kinds:

1. Thesis-Antithesis-Synthesis (its not this one). There is no synthesis.
2. Negation of the Negation (what’s that mean)?

“The state of not having negation is opposed to the state of having negation (Henrich, 2003: 319). Both narrative & counternarrative are using double negations in a series of dynamical relations back-and-forth.

First negation is a proposition about VW diesel being clean (or not).

Second negation negates the opponent’s negation.

It’s a bit more complex. The upshot is the negations depend on the opposite state of **not** not Being existent. We are talking about an ontological dialectic, the negation of the negation.

⁴ Investopedia. VW Scandal: How Has It Impacted Volkswagen’s Stock? (VLKAY) Partner Content, Oct 5, 2016. Accessed Feb 12 2018 at <https://www.investopedia.com/news/vw-scandal-how-has-it-impacted-volkswagens-stock-vlkay/>

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Example: VW is telling the truth. No, VW is a liar. VW never lies. VW always leaves out part of the truth. Ads are 'white' lies. The counternarrative lies and leaves out part of the truth. Always negate the other guy's negation.

It is an endless echoing negation of the negation that is itself negative. 'Not not Being' is the equivalent of saying "it is *in itself* negative" (Henrich, 2003: 218). Let's work through an example. Six VW executives admitted they knew there was a defeat device from the very beginning:

"Volkswagen also formally pleaded guilty to charges of conspiracy to commit wire fraud and to violate the Clean Air Act, customs violations and obstruction of justice. Many of the 600,000 cars in the United States equipped with emissions-cheating software were imported from Germany or Mexico."⁵

There are a series of narrative-counternarrative episodes over course of several years:

- Counternarrative (Negation). VW diesel been proactively, systematically reengineered to deceive emission testing.
- Narrative (Negation of their negation). VW conforms to European emission laws that say it can shut off emission device if engine is threatened or if unsafe for occupants.
- Counternarrative (Negation of their negation). Defeat devices are illegal in US and Europe.
- Narrative (Negation of their negation). Most VW employees had no idea a defeat device was installed. We will take it out
- Counternarrative (Negation of their negation). Hey, your software fix did not remove defeat device.

⁵ NY Times Jan 17 2017 accessed Feb 12 2018 at <https://www.nytimes.com/2017/01/11/business/volkswagen-diesel-vw-settlement-charges-criminal.html>

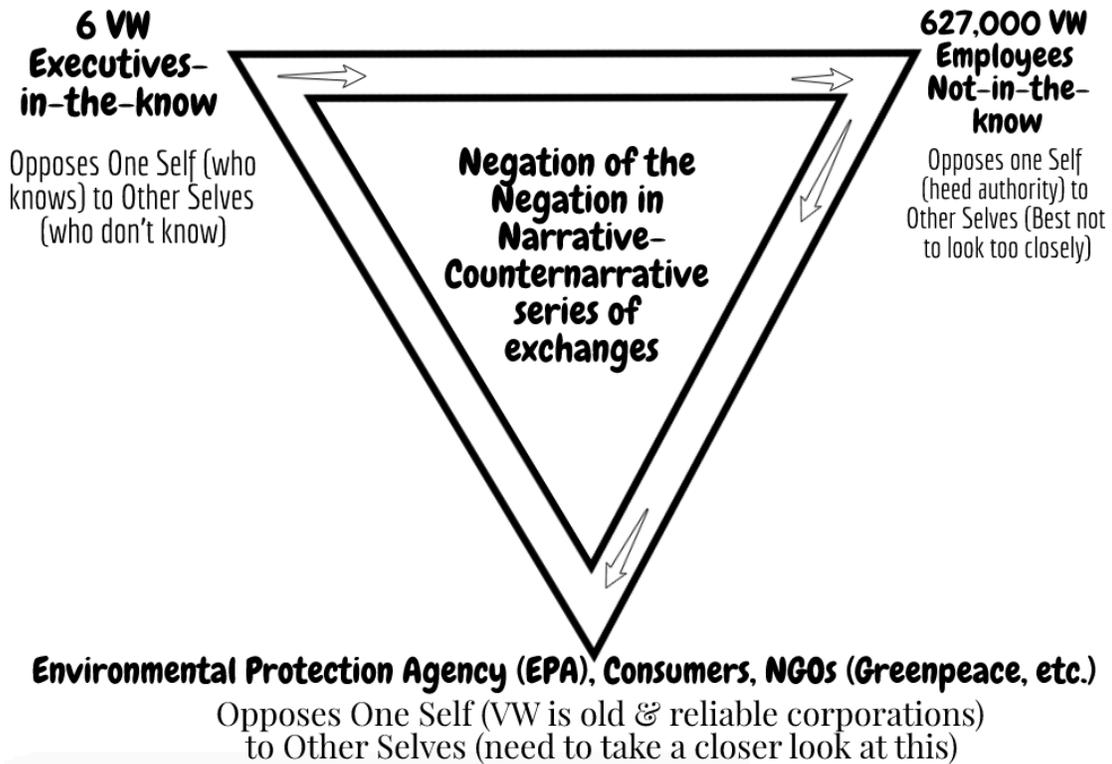


Figure 31: The Narrative-Counter Narrative Dialectic in Series of Stakeholder Exchanges (Drawing and Concept – D. M. Boje, 2018)

In this example, firstly, six VW executives admitted knowing all along about the defeat devices put in six million diesel cars around the world. Secondly, of the 627,000 employees (including other executives, sales and ad managers, and many engineers, and workers), it is claimed no one else knew much about it. And finally, government agencies, like the Environmental Protection Agency (EPA), consumers, and NGOs either bought into the corporate narratives of (two points on the triad) or began to develop counternarratives. Over several years a whole series of triadic exchanges developed into narrative-counter narrative dialectics of the type: ‘negation of the negation.’

With each exchange the triadic actors rewrote and revised the narrative-counter narrative, with each negation came a counter-negation. Meanwhile untold stories (Hitchin, 2014) would surface, and get told, in the negation of each other’s negation. And so it went on. The storytelling system of negating each other’s

negations began to break down. Those execs-in-the-know were obstructing and obfuscating the VW executives, engineers, marketing and ad departments, and legal staff not-in-the-know. Questions were being asked, and not answered very well. In a chain of command, its accepted practice, not to ask too many embarrassing questions. In the third point of the triad, consumers believed the corporate narratives, and were eager to adopt a technology too good to be true. NGOs were suspicious, but so negative in their delivery and consumers could easily dismiss their allegations. After all VW engineers were the best in the world. The EPA initially thought the test results that non-VW labs were producing had to be a calibration error. Any college science lab results could be dismissed. They were after all, graduate students, not 'real' experts in diesel technology. No way VW corporate executives would respond to NGOS, or give immediate response to EPA. Why? It's because there was too much money on the table. An immediate response or admission would result in loss of billions of dollars in revenues in just the US market.

2017 Testimony of Stuart Johnson (head of Engineering & Environmental Office VW of America). His Email about UVW study "Some presenters indicated they suspected cheating... We will have to be careful going forward" at Apr 8 2014 conference session. He indicated in the testimony that he "wanted to manage the message ... by engaging with the agencies" (Netflix Dirty Money, 2018).

Albert Ayala (CA Deputy Executive Officer, CA Air Resources Board, CARB) saw that the study showed 40 times the limit for NOx was the average. In CARB study, sometimes it was 80 times the limit. Ayala decide to turn from research to a regulatory action. What happened? It was 60 months of intense back and forth interaction with VW. CARB would do testing, generate questions for VW, and they would provide answers. CARB would go back to the lab and try them, and generate more questions. These questions would go to Wolfsburg where six executives would admit to a long trail of deceit and misdirection. This included emails between Frank Tuch VW Head of Quality Management (2010-2016) and US VW head, Winterkorn.

“A thorough explanation of the dramatic increase in NOx emissions cannot be given to the authorities. It can be assumed that the authorities will then investigate whether Volkswagen implement a so-called defeat device” (Netflix, 2018 IBID.).

In the US Oliver Schmidt (General Manager VW of America) represented VW in certification issues. Therefore He was, however dismissive of test results “Oh, you know, ‘Maybe your instruments are not well calibrated’” “You have academics, graduate students running around. Maybe they did it wrong... you gotta use your experts to check it” according to Albert Ayala of CARB. Schmidt was not sharing what he knew to be true with the US VW team of executives. Schmidt wrote an email to VW Wolfsburg executives, “ We must first decide if we are honest. If we are not honest, everything stats as it is” (Netflix, 2018 IBID.). For every meeting between Schmidt and Ayala, CARBs technical teams had another five to ten meetings o the 60 months. When CARB gat more insistent, Schmidt was transferred back to Wolfsburg, and with other execs came up with a plan: VW would announce a recall and fix the NOx problem. This calmed CARB and EPA VW US did the recall, and CARB went back to their lab and tested them. The in-use emissions did not match the in-certification tests.

Dieseltgate Storytelling Beneath the Waterline of the Iceberg

If we go deeper beneath the water line of the storytelling iceberg, we discover something darker and vaster than anything the narrative-counternarrative dialectic has disclosed.

This is not the first time Germany has gone global. In 1938 the VW plant opened in Germany, and Hitler announced the ‘People’s Car.’ VW actually designed by a Jewish engineer, Joseph Ganz. Hitler saw the design at 1933 auto show and had it made by Ferdinand Porsche. Hitler did come up with name, “The People’s Car.’ Car did not use anti-freeze since it was hard to get. Ferdinand Porsche visited Henry Ford’s River Rouge factory, hired Germans working there, and set out to build a bigger, more efficient one, Wolfsburg (now employs 60,000 people and is largest factory in world, producing 3,000 to 3,500 cars a day).

“I am pleased that the skilled hands of a brilliant design engineer and his staff, preliminary designs for a German Volkswagen have been completed, and the first models will finally be tested by the middle of the year. Then you will understand why I was utterly determined to lay the groundwork for the invention of the German Volkswagen and its ultimate conclusion, and by that, dear gentlemen I mean a successful conclusion” (May 26, 1936, IBID, Netflix, 2018).

Time line of VW's Cycles of Ups and Downs

- 1938 VW factory opens in Wolfsburg, Germany to produce Hitler's 'People's Car.'
- 1943, 12,000 prisoners of war are working at the Wolfsburg factory, but not building VWs. Most built V1 rockets, military vehicles, and repaired aircraft.
- 1948, Volkswagen, reorganized as a trust under West German control, introduces the Volkswagen Type 2 van, pickup, and camper, and the Karmann Ghia sports car
- 1959 Sales soar as the witty "Think Small" ad campaign by Doyle Dane Bernbach lures sophisticated (and younger) consumers.
- 1968 at onset of postmodern rebellions in Paris, Disney released the Love Bug movie. VW selling almost 1.2 million Beetles
- 1972, the 15,007,034th Type 1 Beetle is made, surpassing the Ford Model T as the most produced single model in history.⁶ Same year, EPA issued Advisory circular that use of Defeat device subverts aim of US Clean Air Act.⁷
- 1973 sales of Beetles declining. VW does a turnaround, switches to an new generation of cars with front-wheel drive and water-cooled engines - the Passat, Scirocco, Golf, and Polo
- 1992 - VW only sold about 38,000 cars in US market out of market of 17 million cars
- 1993 Ferdinand Karl Piëch (grandson of Ferdinand Porsche) moved from Audi, and named CEO of VW group. When he took over VW was just about bankrupt. The quality of the cars had fallen dramatically. Instead of thinking small, Piëch thought big, with inventor's imagination for big product ideas for the diesel (making it smaller, inventing Turbocharged direct injection (TDI).
- 1998 EPA comes out with defeat device prohibition for heavy duty engine manufacturers.⁸

⁶ Fast-times timeline of VW Beetle accessed Feb 12 2018 at <https://www.fastcompany.com/1512941/history-volkswagen>

⁷ 1972 EPA advisory on defeat device accessed Feb 12 2018 at https://iaspub.epa.gov/otaqpub/display_file.jsp?docid=14341&flag=1

⁸ NY Times *Makers of Diesel Truck Engines Are Under Pollution Inquiry* By John H Cushman Jr. , Feb 11 1998 accessed Feb 12 2018 at <http://www.nytimes.com/1998/02/11/us/makers-of-diesel-truck-engines-are-under-pollution-inquiry.html>

- 1999 Piëch named car executive of the year. People in Europe were beginning to love the TDI, but what was coming out of the exhaust was not really healthy for Planet or People. Diesel fuel is more efficient than gas, produces less CO₂, but more NO_x that causes smog. Is factor in acid rain, and damages human lungs.
- 2007 President GW Bush announces raising the NO_x emission standards in US.
- 2009 VW TDI begins sales in USA. One technology is the NO_x-trap to catch and burn pollutants before exiting the muffler. Parts were expensive and had to be replaced every few thousand miles. NO_x standards more strict in US than Europe. Martin Winterkorn Head VW USA, had to have a strategy to solve the problem: how to get people in world's largest market (USA) to buy VW diesels. New 'Strategy 2018' to become preeminent car manufacturer in the world. It included plans for new VW factory in US.
- 2011 VW new factory in Chattanooga, Tennessee first auto plant to receive the top environmental award from the U.S. Green Building Council, the company said on Thursday. VW introduced the new 'clean diesel' TDI. The sales pitch: low cost cars, low-pollution with good millage and fun to drive. VW USA Martin Winterkorn pitched VW's new found CSR and Americana: "Chattanooga stands for the Volkswagen way of life, sustainable, reliable and successful" (IBID, Netflix Dirty Money).
- 2011-2012 Report by JRC in Europe – on light truck on road emissions different from lab results.
- 2013 it won the Platinum Green Design award from U.S. Green Building Council; John German International Council on Clean Transportation (ICCT) NGO begins to validate VW TDI on US cars; contract went to UWV Assistant Professor Arvind Thiruvengagam's team that used portable vehicle emission test system. Found 40 times more NO_x than lab results. ICCT assumed test results were lemon vehicles used in test. Then retested the vehicles in CA labs, with same baseline result.
- 2014 ICCT findings (without identifying VW) revealed publicly at San Diego academic conference & sent courtesy email to VW; German carmakers used monkeys caged in gas chambers to try and prove their diesel engines were clean, according to a new Netflix documentary. Animal testing was carried out by Lovelace Respiratory Research Institute in Albuquerque, New Mexico, funded by Volkswagen, BMW and Mercedes using 2013 Beetle and 2004 Ford F250 pick-up⁹

⁹ Fox News online 'VW, BMW and Mercedes tested dirty diesels on monkeys caged in gas chambers' By Joe Finnerty. Accessed Feb 12 2018 at <http://www.foxnews.com/auto/2018/01/29/vw-bmw-and-mercedes-tested-dirty-diesels-on-monkeys-caged-in-gas-chambers.html>

- 2015 Piëch forced to resign as chairman of the VW Group supervisory board to pre-empt an ouster led by cousin Wolfgang Porsche¹⁰. VW US exec Stuart Johnson met with CARB and EPA and became suspicious of the VW corporate narrative articulated by Wolfsburg VW was deceitful. Oliver Schmidt responded that he was now authorized to come back to US from Wolfsburg meet with CARB and make an admission, because unless VW came clean about cheating, EPA would not certify any 2016 vehicles including the gasoline cars. It was admitted this was a premeditated cost-benefit analysis to cheat. Schmidt admitted to CARB for first time, that indeed it was a defeat device recognized by the dynamometer and the test cycle (a software gimmick). Sep 23 Martin Winterkorn, as Volkswagen's plunging share price wiped more than a third off its value, he resigned. VW stock takes a nose dive as Congressional hearings open with new USA VW CEO Michael Horn as the storyteller, VW's best salesman said 'this was not a corporate decision' but 18 months ago Horn knew about the defeat device and likely consequences "intentional conduct = penalties" in email May 15 2014 from Oliver Schmidt; Horn's testimony is a couple of software engineers put the defeat device in, for whatever reason, and he knew nothing about it.¹¹
- 2016 no more VW TDI cars will be sold in the US. Oct 16 U.S. District Court Judge Charles Breyer approved the final \$14.7 billion settlement on October 25, 2016, after which Volkswagen will start mailing notifications to all current affected owners and lessees of 2.0-liter cars informing them of the \$10 billion buyback program.¹² By Dec 20 Dec 20, 2016 - The company said, specifically, it will recall 63,000 model year 2013 to 2016 vehicles. Volkswagen has the option of buying back, modifying or terminating the leases of the 20,000 model year 2009 to 2012 vehicles. In the new software fix, as soon as driver moved steering wheel the pollution system shut down.¹³
- 2017 settlement, 7 manufacturers of diesel engines (Caterpillar, Inc., Cummins Engine Company, Detroit Diesel Corporation, Mack Trucks, Inc., Navistar International Transportation Corporation, Renault Vehicles Industriels, s.a., and Volvo Truck Corporation) will spend more than one

¹⁰ Automotive News accessed Feb 12 2018 at <http://www.autonews.com/article/20170327/OEM02/303279959/a-bitter-end-for-ferdinand-piech>

¹¹ ft.com 'Emissions scandal: email to VW's US chief cited fines risk' accessed Feb 12 2018 at <https://www.ft.com/content/8930e146-e6d2-11e5-a09b-1f8b0d268c39> and Netflix 2018 Dirty Money video IBID.

¹² Oct 23 2017 accessed Feb 12 2018 at <https://blog.caranddriver.com/everything-you-need-to-know-about-the-vw-diesel-emissions-scandal/>

¹³ CNBC Volkswagen to recall 83,000 vehicles to settle allegations of cheating emissions tests by Berkeley Lovelace Jr. & Christine Wang, 20 Dec 2016 accessed Feb 12 2018 at <https://www.cnbc.com/2016/12/20/volkswagen-strikes-deal-to-address-80000-polluting-diesel-vehicles-judge-says.html>

- billion dollars to resolve claims that they installed computer devices in heavy duty diesel engines which resulted in illegal amounts of air pollution emissions (EPA, May 11 20107).¹⁴ Federal prosecutors announced criminal charges against six Volkswagen executives for their roles in the company's emissions-cheating scandal (Jan 11). NY attorney general announces settlement in civil suit of 10 states against VW for \$157 million, \$32.5 million to NY. NY AG calls it a corporate culture fraud involving hundreds of VW executives, engineers, and managers.
- 2018 Not just VW, but Mercedes and BMW have defeat devices.¹⁵ Mercedes-Benz has announced a recall for more than three million diesel cars in Europe, to reduce their nitrogen oxide (NOx) emissions.¹⁶ Now Ford Motor diesels are in review for using defeat devices.¹⁷ But still includes VW: Germany's Auto Watchdog Orders Recall Of 127,000 Euro 6 Audi Diesel Vehicles Due To Discovery Of New Defeat Device Software.¹⁸ In sum every European diesel auto company is using calibration strategies that would be considered as defeat devices, but in many countries, is considered legal. There are 3 exceptions, for example, in German government: safety and protection of the engine, after treatment system, or for safety of the occupants. Standards are set at Europe level, but enforcement is set by the country (or province within a country) with most relaxed practices (usually countries needing the industry, and willing to look the other way). The incentive for Euro government is to support industry that means jobs and national income. These are cars sold throughout the world.

Piëch was a tough boss, who knew what he was doing, who does not communicate with anyone he does not want to (IBID. Netflix Dirty Money series, 2018). "Ferdinand Porsche's design company, which eventually becomes Porsche

¹⁴ EPA May 11 2017 accessed Feb 12 2018 at

<https://www.epa.gov/enforcement/mack-trucks-diesel-engine-settlement>

¹⁵ TopSpeed.com 'Germany's Auto Watchdog Orders Recall Of 127,000 Euro 6 Audi Diesel Vehicles Due To Discovery Of New Defeat Device Software'

Accessed Feb 12 2018 at <https://www.topspeed.com/cars/car-news/vw-bmw-and-daimler-also-gas-chambered-humans-in-diesel-emission-study-ar179569.html>

¹⁶ Car Magazine 2017 accessed Feb 12 2018 at <https://www.carmagazine.co.uk/car-news/industry-news/mercedes-benz/another-diesel-scandal-breeds-mercedes-issues-voluntary-recall-for-3m-cars/>

¹⁷ Ford Becomes Newest Target of Diesel Emissions Cheat Lawsuit

Blue oval, black lung - by James Gilboy, Jan10, 2018. Accessed Feb 12 2018 at <http://www.thedrive.com/sheetmetal/17555/ford-becomes-newest-target-of-diesel-emissions-cheat-lawsuit>

¹⁸ Cleantechnica.com 2018 accessed Feb 12 2018 at

<https://cleantechnica.com/2018/01/23/germanys-auto-watchdog-orders-recall-127000-euro-6-audi-diesel-vehicles-due-discovery-new-defeat-device-software/>

itself, is paid a licensing fee by VW for use of the Beetle. Over the coming decades, the Porsche and VW companies will remain linked via a complex legal framework” (BBC 2017).¹⁹ By 2009 the pressure on everyone to increase USA sales was unbearable. It reminds me of Jeff Skilling at Enron, meet sales goals, or you are out. In state of fear, people at Enron did things you don’t want them to do.

At the antenarrative level, there is active forecaring in advance of an entire automotive industry, and collusion with governments, and NGOs not sophisticated enough in science or engineering to spot global fraud. Dieselgate could tear down the reputation of the German car industry and its economy along with it. Therefore, the storytelling strategy was to prevent that through obstacles and obfuscation to draw it out as long as possible.

I want to bring the *whole* of the defeat device “which has been taken as its theme is brought into the fore-having” (Heidegger, 1962: #232). We don’t want to miss the fore-structural elements that belong to the defeat device and its totality of Being and its fore-sight of Being that our inquiry into its hermeneutical Situation and fundamental ontology demands (IBID.). The defeat device has been around for many decades before Dieselgate. We know the EPA was issuing warnings about its existence and how it circumvented the Clean Air Act back in 1970s. Therefore it has a long history in its “*potentiality-for-Being*” in the average everydayness of ‘authentic’ or ‘inauthentic’ diesel pollution control (Heidegger, 1962: 233). We have established that many diesel car and truck manufactures had the fore-sight of defeat device’s authentic potentiality-for-Being, and its existential fore-structure was well known in the diesel industry.

“How about its fore-having? (IBID.). Storytelling in its existential analysis of this entity from its ‘beginning’ to its ‘end’ is our theme of Interpretation (IBID.) The defeat device has already an everydayness a fore-care of the fore-structural whole between its birth and death. VW defeat devices have gone through many changes since they were an innovation. Not just in VW, but also defeat devices in BMW, Mercedes, Ford, GM, Chrysler, Toyota, Volvo, and so on, are part of the history of

¹⁹ BBC VW timeline 2015 accessed Feb 12 2018 at <http://www.bbc.com/news/business-34358783>

diesel engines. We are working out the ontology of the defeat device existentially in the totality of diesel as a whole storytelling of fore-having of the defeat device “possibilities of *authenticity* and *totality*” (IBID).

In European diesel standards there is in every case of defeat device technology something potential still outstanding and can be and will be. Defeat device is legal in everyday use when it is to protect the life of the engine, its pollution system, and the vehicle occupants. What seems to be illegal is cheating on the tests. The wiggle of a steering wheel to signal the defeat device computer controls to turn off the software disclosed a fore-having, as something existing that becomes accessible in profit Being-a-whole (Heidegger, 1962: #236). Fore-caring (becoming) profitable, convincing consumers and regulators that the defeat device is an “ontological meaning of care” in the fore-structural whole of diesel marketing and regulation is a kind of storytelling articulation that is “ahead-of-itself” that “lies hidden” in the “structure of care” or fore-caring (IBID.). The defeat device is so much a part of fore-caring for profit, and fore-caring for the diesel, the industry can no longer conceive it “no-longer-Being-there”(IBID.). The best the industry can do is change the software, so that sensors detecting wiggling the steering wheel or running a dynamometer are turned off. But the entity, the defeat device is ontologically still in its Being-a-whole even when the diesel industry pretends otherwise.

Antenarrative of Being-ahead-of-itself, where “showing-itself” is articulated in telling and retelling in the defeat device’s “phenomena of existence” (Heidegger, 1962: 237). Our antenarrative investigation relating to the defeat device, how it leads to experiencing death of Others from pollution not controlled in everyday driving trades death in Being-for-profit for life in Being-for-life, as something in everyday experience of the diesel industry.

The defeat device is equipment ready-to-hand that already has understanding and interpretation grounded in the diesel industry. Defeat device is not merely present-at-hand encountered lying about, or discarded technology. “In every case this interpretation is grounded in *something we have in advance*—in a *fore-having*” that operates in a “totality of involvements” of defeat device with diesel

cars and trucks and in the “sights” of a “*fore-sight*” “grounded in *something we grasp in advance*—in a *fore-conception*” (Heidegger, 1962: 150). The defeat device is also fore-caring in advance fore the fore-structure that is “not to be dissolved or broken up ‘into pieces’” (Heidegger, 1962: #151). Antenarrative is this fore-caring in advance for the totality of involvement for fore-having, fore-conception, fore-structure, and fore-sight for the meaning of the entity, defeat device, had been, and continues to be articulate for as long as there has been awareness of diesel pollution. Our antenarrative analysis is a “formal-existential framework of the disclosedness” and disclosability of the meaning, interpretation, and understanding of defeat device in relation to people, planet, and profit (IBID). Regulators and consumers seem to have a non-understanding of defeat device, while diesel engineers, executives, accountants, and sales people understand defeat device in many different meanings. For VW, Mercedes, BMW, Ford, GM, Chrysler, Toyota, and so on to say there is “*unmeaning*” is rather “*absurd*” (Heidegger, 1962: #152). Rather there are too many different meanings of Being and our investigation of the meaning of Being of defeat device entities has a ‘ground’ “even if it is itself the abyss of meaninglessness” (IBID.). Our antenarrative analysis of this ‘ground’ pertains to understanding defeat device “whole of Being-in-the-world” that “operations in the fore-structure” and not limited to “derivative ways of understanding and interpretations” including “the range of scientific knowledge” (IBID.). Science demands rigor, a demonstration of the grounds. There is also “historiological interpretation” of the invention and use, the new inventions and new uses of defeat device exploded from rigorous science. Antenarrative is philosophical understanding, historical interpretation, and rigorous science in a hermeneutic circle of understanding that has its orbit around feat-device, its “*existential fore-structure of Dasein itself*” (Heidegger, 1962” #153).

Antenarrative analysis of the assertions from philosophical, historiological, and rigorous science makes room for everyday meaning of assertion of a business understanding, a consumer understanding, in the “‘locus’ of *truth*” of defeat device as part of our antenarrative investigation (Heidegger, 1962” #154). This way we get to investigate the truth of the matter of the “full structure of assertion” by *pointing-*

out” the meaning of defeat device that is “ready-to-hand” (IBID.). The assertion the ‘pollution technology is too expensive’, so the defeat device must fore-care for this pointing-out about profit in relation to pollution of planet, including people, and test monkeys. The EPA wants to assert an “explicit *restriction*” manifest, to not cheat the tests for pollutants with a defeat device (Heidegger, 1962: #155). The European Union wants opposing explicit exceptions, to protect engine, pollution technology, and passenger safety. These assertions of restrictions and exceptions together are antenarrative communication where pointing-out is encountered and expressed in “further retailing” or what I call ‘together telling’ of many stakeholders (IBID).

Advertising is ‘pointing-out’ TDI diesel is clean, green, and safe. Further retelling by the EPA and European standard setters, and in media and political hearings, is a kind of “hearsay” that does not “give assent” or “valid meaning” to “pass along” (IBID). Nevertheless this “hearsay is a Being-in-the-world, and a Being towards what is heard” about the cheating scandal (IBID). Hearsay is not as narrow as historiological or rigorous science interpretation that questions the ‘validity’ in the “*form’ of actuality* which goes with the content of the judgment” by the adjudicators or the “changeable ‘psychical’ process of judgment” of the consumers who idolize automotive brands (Heidegger, 1962: 156). “Methodological fore-sight demands that we do not choose such unstable concepts as a clue to Interpretation” by confining meaning to “content of judgment” of the media, court or political institutions (IBID.). The assertion and pointing-out of different meanings of defeat device in fore-structures of interpretations is not a “free-floating kind of behavior” but rather is “Being-in-the-world” that “requires a fore-having of whatever has been disclosed” about defeat devices and assertions put forth about them that “requires a fore-sight” to “this Articulation” such as ‘the pollution technology is too expensive’ is an “assertion necessarily has a fore-having, a fore-sight, and a fore-conception as its existential foundation” (Heidegger, 1962: #157). Antenarrative as method analyzes each “*derivative* mode of interpretation” of limiting cases of “assertion-phenomena” (science, historiological, ethics, business, etc.) (IBID) of the “ready-to-hand” defeat device as diesel car and truck “equipment” while “recording and fixing the ‘facts of the case’ the narration of something that has befallen” the health of planet and

people “happenings in the environment, accounts” and sentences to six VW executives establishes antenarrative as a together telling (Heidegger, 1962: #158).

The engineers attest that the defeat device has its “authentic potentiality-for-being” “attested” in the “existential possibility” that the engine or its pollution technology can sustain damage without it (Heidegger, 1962: 268). There is an “existential modification of the ‘then’” and “ontological conditions for its possibility” and the software fix is “explicitly *choosing* these possibilities” (IBID.). Business, on the other hand, has its “lostness in the ‘they’” as NGOs and sometimes government institutions pointing-out the neglect of some derivative mode of interpretation (for Green Peace and EPA its planet, for the court its doing harm by fraud). Still for the business entity there is possible authentic potentiality-for-Being of a defeat device, choosing more wisely how to balance Planet, People, and Profit where Profit as cost-benefit analysis does not keep *trumping* People and Planet. This would depend on the defeat device learning the “*voice of conscience*” as some kind of artificial intelligence (IBID.). As long as business is Being-for-its-Self, then mechanical science and software engineering cannot attain this potentiality. This antenarrative fore-caring assertion needs an “inductive empirical proof” of the “factual existence” of conscience present-at-hand that is not a Profit-perversion of Planet and People (Heidegger, 1962: #269). There are thermodynamic devices that cybernetically account for balancing temperature variation with energy entropy, but none of this, discloses conscience “environmentally present-at-hand” (IBID.). Is there an ontological horizon of interpretation where artificially intelligent defeat device would have choices beyond Profit maximization that disregards Planet NO_x levels, and People’s health? So far fore-care by the diesel companies’ corporate culture has been found “Being-guilty” of lack of conscience, or an “‘evil’ conscience” in the case of executives who admitted they were in-the-know were “Being-evil” (Heidegger, 1962: #290). But is the living story of the defeat device, “summing us to something” to a “calling-forth of intelligent action in a “sequence of Experiences which are present-at-hand” to an intelligent defeat device that is “self-subsistent” instead of a slave to Profit and has a “good conscience” “making certain” the diesel engine does no harm by fore-caring for People, Planet, and Profit (Heidegger, 1962: #291)? In

other words, is it possible the artificial intelligence of a defeat device, yet to be invented, can accomplish Triple Bottom Line, or is this agreement “Just an illusion” (Heidegger, 1962: #292). Can an intelligent and good defeat device with a conscience issue a warning to the driver, one of the P’s is out of balance, like the flashing red oil light indicator, but each P having its indicator without falling into ‘utilitarianism’ (Heidegger, 1962: #293)?

This is the antenarrative “*Hermeneutical Situation*” of the “*Meaning of the Being of Care*” and fore-caring of the defeat device, the need for conscience in an entity, “grasped in advance” working out fore-conception, putting forward fore-structure *wrested* from utilitarianism, the fore-sight to summon artificial intelligence with a conscience into existence (Heidegger, 1962: # 311). I envision a patent for artificially intelligent defeat device that does not live in a myth of Triple Bottom Line. It would take scientific investigation, technological innovation, some entrepreneurship, and such a device constituted as fore-caring would come into Being in the everydayness of the driving experience.

In sum, preparing a path in advance for a different device that is not defeating People and Planet to maximize profit involves antenarrative processes of fore-caring, fore-conception, fore-structure, and fore-sight. And when you look at the tragedy, the consumers’ reaction to Dieselpgate was to switch back to gasoline engines (a few went electric). The result is the NO_x levels soared, smog was back in so major metropolitan cities, and thousands did die.

Its not just VW! Chrysler, GM, and Detroit Diesel were using a ‘defeat device’ in order to turn off the emission control system in regular driving while leaving it own during any lab test. This was done by software that could detect if a dynamometer (or stationary lab test) was being used involving the steering wheel being stationary. The result is the readings for NO_x gasses were 8 to 45 times higher, and above legal limits in regular driving.

We can analyze Dieselpgate storytelling at several levels. First there is the back and forth dialectic opposition of automotive diesel manufacturers and the counternarratives of NGOs, university scientists, and government hearings. What is

beyond the narrative-counternarrative dialectic? The antenarrative level is far below the surface of the proverbial Dieselgate iceberg.

Antenarrative Forecaring Analysis

What is below the waterline of the Dieselgate tip of the iceberg?

Antenarrative Forecaring: Before-narrative-counternarrative, antenarrative processes are set into motion. Narrative-counternarratives are linear plots such that there is a simplistic beginning-middle-end. But this covers over 90% of the storytelling dynamics (below the waterline of the iceberg). Retrofitting software in Europe was a lower cost solution (60 pounds each of about 8 million cars sold in Europe) than recalling 250,000 of 560,00 VW cars sold in the US at cost of \$22.6 billion. The forecaring antenarrative comes into play relatively early. The defeat devices were installed for eight years by VW to make its diesel cars meet legal limits in US. It had been a regular practice in Europe, where enforcement was circumvented by collusion between various governments and manufacturers. This was forecaring in advance in order for VW to become the largest carmaker in the world.

Antenarrative Foreconception: Specific discursive-material concepts, documents, symbols, language, including print and TV ads, were designed in advance in order to sell 'dirty' diesel cars as 'clean' diesel. A way of telling had to be invented that keep most employees, most government officials, and the public, not in the know.

Antenarrative Forestructuring: Actual material devices (switches, computer software) were developed in advance to allow the emission controls to be defeated. Actual forestructuring of revolving door between auto companies and government watchdog institutions had to be constructed in advance, to allow the deception to continue so long. EUGTI a junk research company funded by BMW, Mercedes and VW paid \$230,000 to conduct a study using ten Macaque monkeys by

Dr. Jake McDonald at Lovelace Respiratory Research Institute (LRRI) in Albuquerque, New Mexico.²⁰

““Unbeknownst to LRRI, Volkswagen modified the engine in order to produce less pollution than it otherwise would have,” LRRI President and CEO Robert Rubin said in a statement emailed to the Journal. “When we learned of this deception, we determined the study was compromised. LRRI does not intend to publish this study, because we do not know the specifics of how the engine was rigged” (IBID.).

The study was to prove that there were no adverse health effects from the chimps inhaling fumes from diesel cars and pickups. This is forestructuring of an understanding (Heidegger, 1962: #151) an interpretation about health effects of diesel engines. The original design of the experiment was to use humans riding stationary exercise bicycles while inhaling the exhaust fumes of different vehicles. James Liang (Engineer, Office of diesel Compliance VW of America) was on sight overseeing the study at the Lovelace lab on non-human primates (NHPs) while they watched TV cartoons. He personally delivered the VW Beetle (new diesel technology) used in the test on the monkeys. He was given access to the study data during the study. The other vehicle is a beat-up and rusted Ford F-250 diesel pickup truck (old technology).

Another example of forestructuring is when President Trump gave his inaugural address he declared he would dismantle the EPA so there would be less

²⁰ Albuquerque Journal ‘VW suspends exec in Lovelace research institute scandal’ by Kevin Robinson-Avila, Monday, January 29th, 2018. Accessed Feb 12 2018 at <https://www.abqjournal.com/1126203/volkswagen-scandal-ensnares-lovelace-research-institute.html> and NY Times 2018 ‘10 Monkeys and a Beetle: Inside VW’s Campaign for ‘Clean Diesel’ by Jack Ewing (Jan 25). Accessed Feb 12 2018 at <https://www.nytimes.com/2018/01/25/world/europe/volkswagen-diesel-emissions-monkeys.html> and National Geographic 2018 ‘Was Volkswagen the First to Test Exhaust Fumes on Monkeys? Your Questions Answered’ by Jani Actman and Rachael Bale, accessed Feb 12 2018 at <https://news.nationalgeographic.com/2018/02/wildlife-watch-lab-monkey-testing-volkswagen-auto-industry/>

corporate profits would be more important than protecting the environment.²¹

Trump has also promoted someone to undermine CARB.²²

Antenarrative Foretelling: Dieseldgate involves systematic collusion by German government and VW (& many other diesel car makers) in order to enter the US market, keep the Euro market share, knowing in advance, that a cheat device was being used, while advertising its cars as 'clean diesel'. Euro manufactories have long range plan to meet pollution standards, but cars in Europe are 6 to 8 times what the standards allow. Germany alone has 10,000 deaths a year due to increases in NOx from diesel cars and trucks.

"Volkswagen (VLKAY, +1.18%) reported a 4.3% rise in 2017 sales to 10.7 million vehicles, staying ahead of Toyota in the race to keep the title of world's biggest carmaker" (Fortune, 2018).²³

"Massachusetts AG Maura Healey described VW's practices as including, 'sham software recalls, overly technical presentations designed to obfuscate, and (resistance) to new testing" of VW vehicles. The allegations include VW's creation of a cost-benefit analysis for the cost of complying versus flouting the law, and the destruction of incriminating documents at the direction of the most senior people at the automaker'"(Consumer Reports July 19 2016).²⁴

²¹ New York Times 2018 Jan. *The Trump Effect: Business, Anticipating Less Regulation, Loosens Purse Strings*, By Binyamin Applebaum & Jim Tankersley, JAN. Accessed Feb 12 2018 at <https://www.nytimes.com/2017/06/01/climate/trump-paris-climate-agreement.html?mtrref=www.nytimes.com&gwh=9C8572A623130DDF70F8B2DE4D8CCB2B&gwt=pay>

²² Brietbart.com 2017 Jan 24. 'Pruitt, Trump's EPA Pick, Could Undermine California's CARB, Accessed Feb 12 2018 at <http://www.breitbart.com/california/2017/01/24/pruitt-trumps-epa-pick-may-defang-californias-epa-carb/>

²³ Fortune.com Jan 17 2018 accessed 12 Feb 2018 at <http://fortune.com/2018/01/17/vw-renault-nissan-toyota-worlds-biggest-carmaker/>

²⁴ Consumer Reports July 19 2016 accessed Feb 10 2018 at <https://www.consumerreports.org/volkswagen-emissions/what-latest-lawsuits-mean-for-vw-and-owners/>

10 Myths of Globalization (each with a grain of truth)

Myth 1: Economic Globalization Is Inevitable

Myth 2: We Need Globalization To Feed the Hungry

Myth 3: Globalization Will Alleviate Poverty

Myth 4: Economic Globalization Increases Choice

Myth 5: Economic Globalization Increases Environmental Standards in Developing Countries by Making Countries Wealthier

Myth 6: Opposition to Economic Globalization Is Protectionist

Myth 7: Developing Countries Are Depending on Economic Globalization To Achieve First World Standard of Living

Myth 8: There Is No Realistic Alternative to Economic Globalization

Myth 9: We can Measure Triple Bottom Line Sustainability

Myth 10: Globalization is Popular Culture not just Economic Development

Table 19: How 10 Globalization Myths Play out in Dieselgate

MYTHS	VW Storytelling
Myth 1: Economic Globalization Is Inevitable	To play the global competition game, VW cheated. In Globalization there is narrative and counternarrative. And, he public picks the one it likes the best. Beneath Globalization is inevitable, there are IWOK, and the antenarrative forecaring. “How did the biggest carmaker in the world end up costing itself about \$17bn in fines and settlements to date in an ill-considered attempt to beat emissions tests” (Financial Times Jan 17 2017). ²⁵ “Fiat Chrysler is facing accusations in the US that echo those leveled at VW” (IBD.).
Myth 2: We Need Globalization To Feed the Hungry	VW bet on China nearly 30 years ago. Now it is the world's biggest car market and VW has 18% of it (Economist, 2012). ²⁶ It has 61 production plants and factories in fifteen European countries, along with six countries in the Americas, Asia, and Africa (Wikipedia). ²⁷
Myth 3: Globalization	“The Volkswagen Group of America is proud to

²⁵ Financial Times Jan 17 2017 accessed Feb 10 2018 at <https://www.ft.com/content/263c811c-d8e4-11e6-944b-e7eb37a6aa8e>

²⁶ Economist 2012 <http://www.economist.com/node/21558269>

²⁷ Accessed Feb 10 2018 https://en.wikipedia.org/wiki/List_of_Volkswagen_Group_factories

<p>Will Alleviate Poverty</p>	<p>support charitable and not-for-profit organizations that address the wellbeing of the mind, the body, and the community. We also consider proposals from non-religion-based 501(c)3 designated organizations on an ongoing basis” (VW Group of America update):²⁸</p> <ol style="list-style-type: none"> 1. 25 Percent of our workforce donating volunteer hours 2. 300 Team members participating in the dollar-for-dollar matching program 3. 340 Pints of blood donated 4. 45,000 Miles walked, run, cycled while participating in charitable events 5. 126,670 Dollars raised by Team Audi pedaling for Best Buddies Countless Smiles and calories shared thanks to a fund-raising pancake breakfast in Auburn Hills, Mich., supporting an Adopt-A-Family holiday program
<p>Myth 4: Economic Globalization Increases Choice</p>	<p>VW ranked 4th of 100 in 2016 UN study of CSR; Wal-Mart ranked last.²⁹ Strategy 2025, Volkswagen has kicked off the biggest process of change in its history. Its overarching vision is to become a world-leading provider of sustainable mobility (VW Group, IBID.). “They (VW Corporate) knew there was a problem then but deliberately chose to keep those details secret from those consumers now affected with the current buyback/repair/late compensation issues. The NY State Lemon Law should be made effective to address VW’s fraudulent treatment of customers under its purview” (Aug 18, 2016).³⁰ “The details provided in today’s suits paint an even darker picture of VW’s corporate deception than outlined in the consumer and environmental-rights</p>

²⁸ VW <http://update.vw.com/community/philanthropy.htm>

²⁹ UN CSR rankings <https://qz.com/963033/us-companies-rank-miserably-low-on-the-uns-new-corporate-responsibility-rankings/>

³⁰ Consumer FTC report accessed Feb 10 2018 at <https://www.consumer.ftc.gov/blog/2016/08/vw-owners-get-facts?page=3>

	settlement unveiled last month in California. Massachusetts AG Maura Healey described VW's practices as including, "sham software recalls, overly technical presentations designed to obfuscate, and (resistance) to new testing" of VW vehicles. The allegations include VW's creation of a cost-benefit analysis for the cost of complying versus flouting the law, and the destruction of incriminating documents at the direction of the most senior people at the automaker"(Consumer Reports July 19 2016). ³¹
Myth 5: Economic Globalization Increases Environmental Standards in Developing Countries by Making Countries Wealthier	"With its "TOGETHER – Strategy 2025" future program, the Volkswagen Group is paving the way for the biggest change process in its history: the realignment of one of the best carmakers to become a globally leading provider of sustainable mobility. To achieve that, the Group will be transforming its automotive core business, and will among other things be launching a further 30-plus fully electric cars by 2025, as well as expanding battery technology and autonomous driving as new core competences" (VW Group). ³² VW side of story, its diesel "engines produce less carbon dioxide than petrol ones, so selling them makes it easier to comply with greenhouse gas rules" (IBID. Financial Times, Jan 17 2017).
Myth 6: Opposition to Economic Globalization Is Protectionist	"In its monthly report, the ministry named the issue, which broke out almost two years ago after Volkswagen admitted to cheating US diesel emissions tests, as a threat to Germany along with the UK's decision to leave the EU and protectionist trade policies by the US government" (Aug 21, 2017). ³³
Myth 7: Developing Countries Are Depending on Economic	"This deal will help prioritize investments in electric vehicles, as well as new digital car

³¹ Consumer Reports July 19 2016 accessed Feb 10 2018 at <https://www.consumerreports.org/volkswagen-emissions/what-latest-lawsuits-mean-for-vw-and-owners/>

³² VW Group. <https://www.volkswagenag.com/en/group.html>

³³ Independent.co.uk 'Volkswagen's emissions scandal and Brexit 'threatens' German economy: Ministry officials in Germany fear the consequences of Brexit and future US trade policy', Aug 21 2017 accessed Feb 10 2018 at <http://www.independent.co.uk/news/business/news/volkswagen-diesel-emissions-scandal-brexit-germany-economy-car-industry-a7904146.html>

<p>Globalization To Achieve First World Standard of Living</p>	<p>services: the brand wants to generate €1bn in sales from this area by 2025. VW is seeking to increase its sales in developing countries” (Financial Times Nov 22 2016).³⁴</p> <p>Brazil “Employees of Brazilian company Volkswagen do Brasil cheerfully celebrate at Volkswagen’s (www.vw.com) factory in Anchieta, close to Sao Paulo, Brazil. Factory employees are celebrating the production of more than 15 million vehicles in VW’s 50-plus years in Brazil” (Pearson & Co).³⁵</p>
<p>Myth 8: There Is No Realistic Alternative to Economic Globalization</p>	<p>“Well, in reality choice was effectively made for most of us once the government of 2008 changed the tax system over to being based on the CO2 emissions of the car. Once that was done, diesel had a clear advantage, its greater thermal efficiency making sure it would always be more tax-efficient to drive a diesel than a petrol engined car” (Irish Times, Sep 29 2015).³⁶</p>
<p>Myth 9: We can Measure Triple Bottom Line Sustainability</p>	<p>“Despite the Dieseltgate emissions scandal, the German carmaker says it sold a record number of vehicles last year? ... VW and its 11 subsidiary brands sold 10.7 million vehicles in 2017, a 4.3 percent increase on the previous year” (VW Group, 2017).³⁷</p>
<p>Myth 10: Globalization is Popular Culture not just Economic Development</p>	<p>In 1930s Hitler promoted VW as the car of the common people to offset Ford’s affordable cars. In 1960s and 1970s VW became counterculture hit of the counterculture generation. In the Dieseltgate scandal, VW was marketing its ‘Clean’ Diesel to green consumers.</p>

³⁴ Financial Times Nov 22 2016 accessed Feb 10 2018 at <https://www.ft.com/content/08abc2a0-b0a5-11e6-a37c-f4a01f1b0fa1>

³⁵ Pearson & Co
http://catalogue.pearsoned.co.uk/assets/hip/gb/hip_gb_pearsonhighered/samplechapter/0273752634.pdf

³⁶ Irish Times Sep 29 2015 accessed Feb 10 at <https://www.irishtimes.com/life-and-style/motors/vw-scandal-so-you-want-an-alternative-to-diesel-1.2371457>

³⁷ VW Group 2017 <http://www.dw.com/en/volkswagen-group-achieves-record-sales-in-2017/a-42177892>

