



Volkswagen

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Press Conference

ID. Pre-Booking

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responsible for Sales, Marketing and After Sales

Check against delivery

Ladies and gentlemen, automobile enthusiasts,

On behalf of the Volkswagen brand, I would like to welcome you most cordially to DRIVE, here in Berlin. I would also like to welcome those of you who are following our event live.

I have spent my entire professional career in the automotive industry and I have to say that I have really been looking forward to today

This is a very special day for Volkswagen. We are opening a new chapter in our company's history for our customers.

Ranges that were too short, charging times that were too long, vehicles that were too expensive and often unattractive – these were the main reasons why many car customers have decided NOT to purchase an electric car to date. However, "you can't" is now a thing of the past. Volkswagen is embarking today on a new era together with its customers – "now you can".

Today, we are starting the pan-European pre-booking scheme for the new ID. Today, the future of e-mobility at Volkswagen will become clear and will also become tangible for our customers.

This day is a major milestone along the course which Volkswagen set a few years ago by making consistent decisions and initiating a fundamental change in our system. The world is currently in a process of transformation. Volkswagen is not only part of, but is also shaping, this transformation.

We are clearly committed to the goals of the Paris climate change agreement, with a view to creating a virtually climate-neutral society by 2050. For us this means a virtually climate-neutral mobility footprint. We owe this to our children and grandchildren as well as to our customers.

In this context, we are pursuing a focused powertrain strategy. Volkswagen has opted consistently for the battery-electric drive system. This is currently the most efficient technology for reducing CO₂ emissions and meeting the ambitious CO₂ reduction targets; it is also the technology that can be implemented most rapidly by the industry on a large scale.

E-mobility will become our lead technology.

For this purpose, we are regrouping our resources. From 2019 to 2023, the Volkswagen brand alone will be investing about €9 billion solely in e-mobility. Over the next 10 years, the brand will produce more than 10 million electric cars at our plants in Europe, China and the USA. More than 20 models are currently in the planning stage. Our consistency and model diversity are unique in the automotive industry.

In 2020, a new generation of cars will appear on the roads with the ID., the first model in our full-electric ID. family.

The ID. is based on our new Volkswagen platform, the Modular Electric Drive Toolkit (MEB). With the MEB, we will leverage the opportunities of the electric drive system in an uncompromising way and transform the electric car from a niche product to a mass-produced phenomenon. Thanks to the huge economies of scale, the MEB will allow us to produce electric vehicles that consumers can afford. And we will also offer a much wider choice of full-electric models than any other automaker.

However, infrastructure will be just as important as highly attractive, affordable products. This is why our efforts will not end with vehicle development.

As a partner and participant in IONITY, we are working hard on the development of pan-European fast charging infrastructure along major highways. By the end of 2020, 400 charging facilities will have been installed every 120 kilometers. They will be equipped with an average of six charging stations each.

By 2025, we will also have installed more than 3,500 charging points at Volkswagen facilities. Our 3,000 dealers in Europe are also expanding their charging facilities in preparation for the upcoming electric models. And we are also investing increasingly in partnerships with companies from other industries. This includes for example the partnership with the British supermarket chain Tesco announced at the end of last year. Over the next three years, 2,400 charging stations are to be installed at 600 Tesco locations throughout the country.

Our Group company "Elli – Electric Life", established in January, is developing a portfolio of power tariffs and wallboxes for consumers and companies, IT-based energy management and appropriate consultancy and installation services. In addition, Elli will supply eco-power from renewable sources not only for the carbon-neutral operation of our customers' electric vehicles, but also for their homes and offices.

As part of our Volkswagen We ecosystem, we have developed We Charge. We Charge is the first 360° charging service by Volkswagen. It offers one integrated solution for public and home charging and is fully connected and synchronized with all Volkswagen electric vehicles offering smart routing.

Here in Berlin, we will soon be launching our WeShare all-electric vehicle on demand service. This will be the first carbon-neutral car sharing system in the German capital. The scheme will start with 1,500 e-Golf vehicles, to be followed by a further 500 e-UP! cars and the ID. in 2020. Expansion to other cities is also planned.

Our customers generally have a very positive attitude to e-mobility but they do have justified concerns regarding the new technology. This is why we have launched a comprehensive information campaign on e-mobility. Our ID. Hub is now available online. This is an online content platform that answers all conceivable questions concerning the operation of electric cars and aims to educate the customer with entertaining stories and informative facts.

With this type of communication, we are breaking new ground. We have started our campaign more than one year before the market launch of the first ID. model. We are not concerned solely with the introduction of a new product but even more so with a new attitude and a new Volkswagen style, with the beginning of a new movement.

The ID. is the symbol of this new movement.

All the models in our ID. family will be called ID. ID. stands for intelligent design, identity and visionary technologies. ID. is not an abbreviation of a specific term but symbolizes the characteristics that these vehicles will combine – zero-emission, automated driving, intuitive operation and personalized connectivity.

The first model in our new ID. family is the ID.3.

You may well ask why this is to be the ID.3, if it is the first model in the family.

In the internal project classification used throughout the Volkswagen Group, the figure 3 stands for the compact class.

The "3" shows that we are starting from the middle of the range, an approach that we have always adopted successfully. This figure indicates the possibilities of expansion both up and down the range. We still have a large number of projects in the pipeline.

With the ID., we will be opening the third major chapter of strategic importance in the history of our brand, following the Beetle, which made individual mass mobility possible throughout the world, and the Golf, which democratized extremely high quality levels and advanced technologies.

The ID.3 will be the first model based on our innovative MEB platform. In addition to many other advantages, the platform guarantees an efficient package and a large and flexible interior that is unusual in its class.

From the outside, the ID.3 will be as large as a Golf. In the interior, it will be as spacious as a medium-sized car. This is very impressive.

The ID.3 is sufficiently compact for an urban environment and sufficiently mature to meet the demands of a family for their main car.

The ID.3 is a perfect match for everyday life and almost every lifestyle.

We will be offering the ID.3 with three different battery sizes and ranges between 330 and up to 550 kilometers in accordance with WLTP. These data represent the current status of the project. In everyday use, the range may be shorter depending on temperatures and individual driving behavior. This is purely a matter of physics. This is why we will always be indicating an expected practical range in addition to the WLTP value, which should cover more than 80 percent of customers' individual driving and travel habits. This, for example, will result in an expected practical range of 300 to 420 km for the 58 kWh battery which most of our customers are likely to select.

The ID.3 features a standard fast charging function for a maximum of 100 to 125 kW DC. On this basis, even the ID.3 with the smallest battery will take on energy needed for at least 260 km during a 30 minute coffee break using a 100 kW DC charger.

I don't want to reveal too much. You can look forward with some excitement to the world premiere of the ID.3 production car at the IAA Frankfurt International Motor Show in September.

But there are four things I can promise you:

- Firstly, we will hand over the ID.3 to our customers in carbon-neutral form. We are working with our suppliers and partners to achieve this goal in the supply chain and in the production of battery cells – by using green energy. This will continue at our first electric car plant at Zwickau. Everything which we cannot achieve through our own efforts will be compensated for by certified climate protection projects. And if the customers so wish, they can keep their ID.3 carbon-neutral over its entire service life by using eco-power.

- Secondly, the ID.3 will be affordable and economically viable. The starting price will be under 30,000 €. The ID.3 base model will be available from market introduction. In various countries state subsidies can be deducted from this price. Total cost of ownership will be lower compared with an ICE car, e.g. through approx. 30 per cent lower service costs.
- Thirdly, the ID.3 will remain updatable and upgradable over its entire service life and will therefore improve continually. Every ID. sold will be already equipped with a comprehensive set of systems and hardware which will be upgraded regularly either in our dealer network or over the air. As our software develops, so does the ID.
- And, last but not least, the ID.3 will really be a fun vehicle! You can look forward to thrilling acceleration, a fantastically spacious interior, and intuitive operation. Thanks to its new natural voice control system, the ID.3 will respond to your wish and command. What I find especially charming is the fact that the ID.3 will welcome its driver as he or she approaches the vehicle. The headlights or eyes of the ID.3 have an animation system which smiles at you. We have given the ID.3 a face that radiates a personality. It is to become a companion in drivers' everyday lives.

Ladies and gentlemen,

It's time to talk about the pre-booking. From today, we are accepting registrations for an ID.3 production slot. For this pre-booking scheme, we have configured a special edition, the ID.3 1ST.

We are offering this edition in four colors and three versions. All the versions will feature large wheels and comprehensive equipment:

- the ID.3 1ST with comprehensive convenience features, including voice control and standard navigation system,
- the ID.3 1ST Plus with additional IQ. Light and bi-color exterior and interior design.
- and the ID.3 1ST Max which will be packed with innovations. I find the augmented reality head-up display in the windscreen especially cool, together with the large panoramic glass roof.

All three versions will have a 58-kWh (net) battery and a range of up to 420 kilometers in accordance with WLTP.

Our customer research has shown that the configuration of the ID.3 1ST will probably represent the most popular versions of the ID.3.

If you want to have a ID.3 1ST vehicle, it is really quite simple just like everything in the case of the ID.3.

To start with, the customer only needs to fill in a few items of information on the pre-booking website. Customers can also use the ID. Hub.

For a registration deposit of €1,000, any customer can secure a non-binding option for an early production slot at our electric vehicle plant in Zwickau.

The registration deposit will not be credited to Volkswagen but will be deposited on behalf of the customer. In Germany and Spain, for example, the Volkswagen Pay system, an e-wallet which we

will be introducing with pre-booking, will be used. This means that customers always retain ownership of their deposit.

We want our ID.3 1ST pre-bookers to feel that they are part of a special community and will be treating them accordingly. Following their registration, they will regularly receive exclusive information on the ID.3, the ID.3 1ST and e-mobility as well as access to exclusive events.

This will be possible with the ID.3.

For the special ID.3 1ST Edition, with its larger battery and exclusive equipment, the target price will still be under €40,000.

If the state subsidies for e-mobility in the various markets are deducted, this amount can also be considerably lower.

Our ID.3 1ST customers will receive the exclusive right to take electric power for their vehicles free of charge for the first year up to a maximum of 2,000 kWh – at all public charging points connected to the Volkswagen charging app We Charge, and also using our IONITY rapid charging network. By the way, IONITY is operated with green power in Germany and most other EU countries.

It makes sense to register for an ID.3.

The ID.3 1ST is limited to 30,000 vehicles. 29 European markets are taking part in the pre-booking scheme.

I am pleased to be able to say that several markets have already recorded considerable interest ahead of the pre-booking phase. It is hardly surprising that Norway is setting an example. Other key markets include Germany, the Netherlands, France, the UK and Austria.

We are extremely pleased about this response and people should not wait too long.

What will happen next for pre-bookers? Just after the International Motor Show in Frankfurt, we will be starting the ordering phase for pre-booking customers in most markets. With their registration number, these customers will then be able to place a binding order for one of the three exclusive ID.3 1ST models with the Volkswagen dealer they prefer. In Germany, binding orders will become possible when the new dealer contracts enter into force in April 2020. Up to that point, customers will be able to cancel their registration at any time without any charge.

Production will start at the end of the year and the first cars produced will be reserved for pre-bookers. Over the coming years, we intend to deliver more than 100,000 ID.3 to our customers every year.

So it is now high time to officially launch the pre-booking phase.

Ladies and gentlemen, the ID.3 – Now you can!

A special stage has now started for Volkswagen: today, May 8, the pre-booking phase for the ID.3 1ST started. From now on, our customers in Europe can become an active part of our e-mobility offensive and can look forward to driving their first kilometers in the Volkswagen ID.3.

With the pre-booking scheme for the ID.3 1ST, we are offering our customers and potential customers the opportunity to become the first people in a new movement:

- 30,000 exclusive vehicles with high-quality, high-performance equipment
- with a range of 420 km in accordance with WLTP and fast charging function
- at an attractive price of less than €40,000 in Germany, before the deduction of state subsidies in the individual markets
- carbon-neutral – in purchasing, production, and, if the customer so wishes, also in use
- including free-of-charge power for a year up to max. 2,000 kWh
- with a fantastic design and a spacious and comfortable interior
- and especially with considerable driving pleasure.

I am very much looking forward to the Frankfurt International Motor Show, where we will celebrate the world premiere of the ID.3. Our presentation at the show will focus on e-mobility, the new Volkswagen brand, new looks, new attitude. I am sure you will love it. We will then be able to provide further information on the production model of the ID.3 and to give a glimpse of the next upcoming ID. model.

Ladies and gentlemen,

As you will see, we have ambitious goals and we are now on the way to achieving them. Volkswagen offers sustainable mobility for everyone.

The ID.3 and the following ID. models will be the cornerstone of this development.

Before I answer your questions, I would like to present the video of our e-mobility campaign. This campaign will be launched in Berlin on May 25 on the occasion of the cup final in Germany and subsequently in Europe. As you will know, we are a partner of German Football Association, the DFB. On the cup final weekend, Volkswagen will “electrify” the German capital in a way which will be difficult to overlook – “ID. Volkswagen Just Electric”. You can look forward to it.

Thank you very much.