



**Dr. Herbert Diess**  
CEO of the  
Volkswagen brand

Speech

# **I.D. Buzz - reinventing a brand icon**

August 19<sup>th</sup>, 2017 | Pebble Beach

*[Arrival Dr. Diess with I.D. Buzz]*

Good afternoon, ladies and gentlemen,

I am very excited to be here, in this **wonderful place!**

Pebble Beach is so important for the **emotional aspects** of our industry. Here, you can experience the world's most precious cars from every decade.

And I am equally excited about bringing a car to these grounds which will be for us of **historic importance.**

Ladies and gentlemen,  
Our industry is changing dramatically.

The **next generation of cars** will be fully electric and very smart. These vehicles will always be online and able to carry out many tasks on their own.

At Volkswagen, we firmly believe: Those cars can even be **more emotional** than the ones we know today.

And that is why we are here at Pebble Beach.

From 2020, Volkswagen will come to market with entirely **newly designed electric cars** - all with a very emotional appearance.

One core element of our e-mobility offensive will be a new interpretation of one of our iconic cars.

The Volkswagen **Microbus**.

You all remember the first microbus entering markets in 1950. Our friend Ben Pon has already talked about how the idea of such a car came up.

Together with the Beetle, the Microbus is the **foundation of our brand**. It opened new means of mobility to people.

And for decades, it is one of our **most beloved** cars.

Its success story is deeply connected to **California**. In the **Sixties**, the idea of **love, peace** and **happiness** inspired people all over the world.

Back in these days, driving a Microbus represented **freedom**.

- It took you **everywhere** – together with your friends and boards.
- It was a **car**, but also a **home on wheels**.
- It was a mover of young families.
- It was both **reliable** and **unconventional**.
- And it was highly emotional, putting a smile on everyone's faces.

The Microbus was – and still is – a **wonderful car**.

And so are the people behind it, like Ben Pon.

Ladies and Gentlemen,

the Volkswagen Microbus has long been part of the **Californian lifestyle**.

So it came very naturally to us to come to Pebble Beach and announce our plans for the future.

To make a long story short:

We will bring back the **concept** of the microbus.

We will **reinvent this car**.

The **I.D. Buzz** will be a fully electric and fully connected car.

And it will be ready for autonomous driving.

We will launch it together with our friends at **Volkswagen commercial vehicles**.

My colleague Eckhard Scholz will tell you more about this cooperation.

Eckhard, it's over to you!

*[Speech Dr. Scholz]*

*Thank you, Herbert, and good morning to all of you!*

*Since the first generation of the microbus, Volkswagen Commercial Vehicles has used the Volkswagen passenger components to create attractive microbusses, delivery vans and campers, both for commercial customers as well as for private use.*

*And this is exactly what we continue to do so by creating an I.D. Buzz version for commercial use. The so-called I.D. Buzz Cargo will be a flexible, functional and roomy transport concept that offers optimal space utilization and zero emissions.*

*We design the I.D. Buzz Cargo as an ideal transport vehicle for the last mile in urban logistics. It will drive without emissions, silent, fully connected to mobile online services and imbedded in a digital traffic infrastructure. The I.D. Buzz Cargo will drive autonomously up to level 3 and ease the job of our customers to satisfy their customers.*

*On a strategic basis, the I.D. Buzz Cargo will be a great opportunity for our Volkswagen commercial vehicles brand to supply the U.S. but also other markets like China and Europe.*

*Herbert, we are looking forward to launch this great concept with you guys.*

Thank you, Eckhard!

Ladies and Gentlemen,

Our new all-electric vehicle platform allows us to create a package that is both **familiar** and **pioneering**.

It will carry the **Microbus** into the **future**.

We noticed high interest in the I.D. Buzz right from the world premiere of the concept car in January. Many people have been writing e-mails, urging us to **build** this car.

And that is what we are going to do.

From **2022**, we will launch the car in the United States, in Europe and in China.

In terms of **technology**, the Buzz will offer all advantages you know from other I.D. models.

- It will offer a range of close to **300 miles**.
- It will be built with the entirely new electric platform, using a chocolate-bar-like battery pack. That allows us an **easy upgrade of capacity**.



Volkswagen

- Its package creates a **new type of automotive space**: from the outside, the car is as **compact** as a small commercial van. Inside, it is as **roomy** as a large SUV.
- It is **versatile**: you can use it as a camper van, as a seven-seater and as a commercial vehicle.
- It is **always online**, ready for updates and upgrades over the air.
- And it is ready for **autonomous driving**.

Ladies and Gentlemen,  
in a nutshell: The I.D. Buzz combines

- **Heritage** and **Future**.
- **Heart** and **Mind**.
- **Pebble Beach** and **Silicon Valley**.

Good afternoon and enjoy the day!

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