



Volkswagen  
**Annual Media Call 2023**  
**Charts Thomas Schäfer**



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The following presentations as well as any remarks/comments and explanations made in this context contain forward-looking statements on the business development of Volkswagen Passenger Cars. These statements are based on assumptions relating to the development of the economic, political and legal environment in individual countries, economic regions and markets, and in particular of the automotive industry. We have made these assumptions on the basis of the information available to us and which we consider to be realistic at the time of going to press. The estimates given are subject to a degree of risk, and actual developments may differ from those forecast.

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# Recap 2022



Platform upgrade for our future e-models decided

**MEB+**





**Internal program initiated: 100% customer focus!**





# New and powerful Brand Board Team created



# Governance model for the Brand Group Volume





# Outlook 2023





# New World Car: Our first all-electric sedan ID.7



The vehicle is not yet available for sale.





# New VW Atlas: Our SUV bestsellers in North America



The vehicles are not sold in Germany.





# New ID.3: grown-up design, highest-quality materials

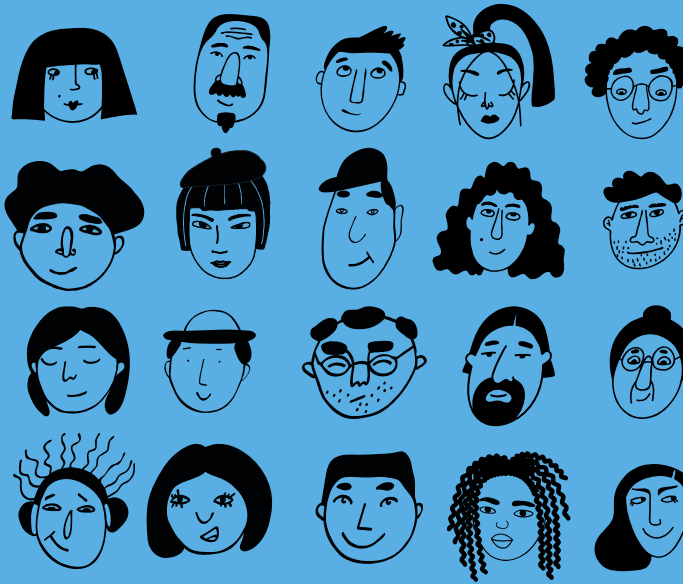


The vehicle is a near-production concept car.



**Tonight:** Brand Event and Showcar ID. 2all

**FOR  
THE  
PEOPLE**





**April:** ID.7 World premiere on three continents



The background features a stylized world map composed of a grid of small blue squares. Three red location pins are placed on the map, connected by a dashed red line. The pins are located over North America, Europe, and East Asia. Below each pin is the name of the city in white text.

**New York**

**Berlin**

**Shanghai**



# Keeping up the pace:

large-scale model campaign in 2023

Tiguan

T-Cross

Touareg

ID. Buzz LWB

Passat





