



# Media Information

## IAA MOBILITY 2025

### ID. CROSS CONCEPT – DESIGN

## With the ID. CROSS Concept, Volkswagen is taking its design into a new era

### GOOD TO KNOW

- **Charismatic** – with its pure clarity and positive personality, the ID. CROSS Concept reflects the new Volkswagen design language 'Pure Positive'
- **100% Volkswagen** – the clean, powerful design of the body surfaces of the ID. CROSS Concept clearly indicate: Designed by Volkswagen.
- **New Volkswagen face** – likeable appearance and LED light signature with three-dimensional depth effect ensure an unforgettable look
- **Flying roof** – the dark roof pillars form a homogeneous part of the cleanly surrounding window surfaces, making it appear as if the roof is floating
- **Iconic C-pillar** – the solid roof pillar rises powerfully above the rear wheel and gives the SUV stability. It is a tribute to the Golf and VW Bus
- **3D light signature** – three-dimensional projections and narrow LED strips characterise the lights of the SUV rear end
- **Smart charging cradle** – placing the smartphone with the display facing downwards in the charging cradle reduces the information on the Volkswagen screens to the essentials
- **Like a small VW Bus** – the interior as a place to relax: in Relax mode, the seats transform into a comfortable reclining area

**Volkswagen design for the modern era.** The ID. CROSS Concept<sup>1</sup> reflects the new, clearly defined design language 'Pure Positive', and will characterise every new Volkswagen in the future. It is the pure clarity and positive energy of this evolutionary design language that Volkswagen chief designer Andreas Mindt and his team have transferred to the new ID. CROSS Concept. The style of the compact SUV is lightweight and easily understood – like everything that is executed with great skill. However, the implementation and execution reflect the fine art and understanding of enhancing the Volkswagen brand's design DNA over decades, constantly reinterpreting it and adapting it individually to a wide range of vehicles and segments. In the case of the ID. CROSS Concept, this resulted in a charismatic SUV based on the three cornerstones of Volkswagen design – stability, likeability and secret sauce – with a clean and powerful design and very stable stance on its large 21-inch wheels. The front and rear sections in particular reflect the positive and thus likeable appearance typical of a Volkswagen. Some design elements are also a tribute to big Volkswagen icons. These include the shape of the C-pillars derived from the Golf and the louvres integrated in the upper area of a VW Bus or ID. Buzz – fine details that are the 'secret sauce' of the Volkswagen of tomorrow.

### FRONT DESIGN

**Clearly ID. CROSS Concept – clearly Volkswagen.** The front design of the ID. CROSS Concept is completely independent both within the ID. Family and with regard to the current Volkswagen overall range and impressively demonstrates two facts. Firstly, extremely distinctive vehicles are being created on the basis of the new Volkswagen design language. Secondly: despite being a product entirely of its own, it is immediately clear that a Volkswagen brand vehicle is on the road. This ensures that Volkswagen will continue to offer vehicles with a design that is highly individual but

### Media contacts

Volkswagen Communications

Stepan Rehak  
Spokesperson Design & Concept  
Cars

Tel.: +49 (0) 172 5122078  
stepan.rehak@volkswagen.de

Greta Höhne  
Spokesperson ID. EVERY1, ID. Polo  
Tel.: +49 (0) 152 58870744  
greta.hoehne@volkswagen.de

Martin Hube  
Spokesperson ID. Polo, ID. Cross,  
Passat, Touareg  
Tel.: +49 (0) 152 22995699  
martin.hube@volkswagen.de



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still clearly recognisable as a Volkswagen, even in the future. This makes the world of Volkswagen more versatile and fascinating than ever before.

**A new VW original.** With its clear, flush and horizontal design, the front of the ID. CROSS Concept does not follow some trend, but is retained in the memory as the new and likeable face of a Volkswagen SUV. Particularly dominant are the "IQ.LIGHT - LED matrix headlights", which have a three-dimensional and likeable yet high-quality design in the style of eyes. Towards the rear pointing downwards, the headlights merge neatly with a wide LED light strip and the two completely closed and glass-covered crossbars above and below the VW badge. The LED strip meets exactly in the middle of the likewise illuminated VW logo. The clarity and stability of the front design are reinforced by the cleanly contoured surround of the high bonnet area above the headlights, typical of an SUV. This horizontal line is repeated below the glass-covered crossbar in the homogeneously designed bumper. The visual stability of the ID. CROSS Concept is also reinforced by the powerfully flared wings and wheel housings. The only two vertical elements in the front – one LED strip each in the outer area of the bumper – highlight the side boundaries of the SUV and give it an even stronger appearance on the road.

**Authentic SUV design.** Stylised underbody protection in Nature Black creates the finishing touch at the bottom, which is enhanced at the top by a crossbar in the aluminium shade Golden Dusk. With its pure design that has been pulled forwards slightly, this lower segment of the bumper is a fully functional element, as the matt and robust plastic material ensures that the ID. CROSS Concept stays pristine – even in the event of parking bumps in the urban jungle. The front radar sensor (mid-range radar), surrounded by a delicate light strip on the outside, is integrated at the very bottom in the centre, while the air inlet openings for the air conditioning system form the borders at the side.

### SILHOUETTE DESIGN

**Flying roof and roof rails.** Like the body as a whole, the side section of the ID. CROSS Concept consistently follows the laws of the golden ratio used by Leonardo Da Vinci: a 1/3 to 2/3 split design. Objects, pictures and even cars that follow the principle of the golden ratio enjoy a particularly positive perception by the viewer. The upper third of the SUV silhouette is characterised by the flying roof, extending into the roof edge spoiler and greenhouse (roof pillars and windows) below. The flying roof, which is painted in the vehicle colour Urban Jungle, protrudes significantly beyond the C-pillars via the roof edge spoiler. All roof pillars are painted in dark, high-gloss Nature Black, making the flat roof appear as if it is resting on them, or floating – a flying roof. Arranged above this are the Nature Black roof rails for transporting boards and skis. A small but intricate detail, almost like a footnote: viewed from above, "DESIGNED BY VOLKSWAGEN" can be read on the roof just in front of the transition to the roof edge spoiler – yet another statement.

**A tribute to two Volkswagen icons.** Particularly striking in the silhouette is the A-pillar which tilts flat towards the rear. The steep and slightly forward-facing C-pillar forms a contrast to this. At the same time, the latter is a tribute to the VW Bus and the Golf, and therefore represents an iconic yet reinterpreted element. Take the VW Bus for example: since the vehicle's inception, the rear roof pillars on many versions of the VW Bus have had horizontal louvers. Originally integrated into the ventilation system, they have been part of the visual Volkswagen DNA since at least the debut of the ID. Buzz.



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In the ID. CROSS Concept, Volkswagen is now using them in an SUV for the first time. The louvres not only form a stylish bridge to the ID. Buzz, but also lower the greenhouse's visual centre of gravity. At night, the outer edges of the louvres are illuminated. Now let's look at the Golf: the C-pillars extend downwards into the area below the window line and further into the robust wheel arches. The C-pillars rest on the wheel housings, thus exuding maximum stability. Together, the upper and lower parts of the C-pillars resemble the taut string of a bow – thus evoking the Golf. Form follows function: at the same time, this has enlarged the rear door openings and the access to the rear.

**Linear and stable.** The silhouette is divided into three thirds by a straight window and character line: the upper third (roof and greenhouse) and the lower two thirds (painted door surfaces, wings and wheel arches). The line extends from the rear to the front, evoking design icons such as the Golf and the VW bus. This type of line also gives the body a high degree of visual stability in the silhouette. This reveals the monolithic and pure design of the side body surfaces, which curve outwards in the area of the doors, thereby unfurling their own power and emphasising the SUV's high quality. Ergonomically designed and perfectly suited to the SUV character: the bar-shaped door handles.

**Distinctive 21-inch wheel.** A strong presence: the athletic flared wheel arches with robust plastic surrounds in Nature Black. If you look closely, you will discover a pattern consisting of light and dark squares on the wheel arches as a dash of 'secret sauce'. The wheel arches also lend the silhouette a high level of stability. They house newly designed 21-inch light-alloy wheels named Balboa. Five twin-spokes in the aluminium shade Golden Dusk each form the hub. The inner areas of the rims feature elements in Nature Black, which perfect the aerodynamics of the wheels with their striking grooved profile. In cooperation with Goodyear, special 235/40 R21 tyres were designed for the show car, which continue the design of the rim in the tyre sidewall. Integrated on the front passenger side above the front right wheel arch is the charging socket flap marked with a small electricity symbol. The SUV side sill panel stretches between the wheels. This is also a robust element in matt Nature Black, rising towards the rear, which propels the ID. CROSS Concept forward with unmistakable dynamism.

### REAR END DESIGN

**Twin tail light clusters in 3D look.** The rear end of the ID. CROSS Concept is clean, stable and likeable in every respect. Here, the glass-covered LED light strip of the 3D tail light clusters and the structured area underneath, which is also fully in keeping with the horizontal design, create a particularly self-assured effect while retaining the likeability typical of a Volkswagen. The two 3D twin tail light clusters on the outer sides of the LED light strip form a stylistic link to the new ID. Polo <sup>1</sup>. The Volkswagen logo is also illuminated here. The five narrow illuminated LED strips in the glass-covered crossbar and the four LED tail lights appear to float freely in the rear. At the bottom, the rear end is finished by a striking diffuser that extends into the boot lid and, like the front bar of the stylised underbody protection, comes in dark Nature Black. Here too, a bar in the shade Golden Dusk refines the robust deflector area. All of these elements together make the ID. CROSS Concept appear strikingly stable and strong on the road, even from this perspective.



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## INTERIOR CONCEPT

**An oasis of well-being.** The interior team's goal was to create a place of relaxation with the ID. CROSS Concept. Take the control panel as an example: the function-oriented upper part has a very high-quality look and gives the interior stability in an otherwise minimised space. The ambient lighting enhances the floating look and ensures a calm feeling of well-being in the vehicle. This feel-good oasis is emphasised by fabric-covered surfaces and a restful colour spectrum, reminiscent of nature. The dominant colour in the interior is Vanilla Chai, a light shade of beige. A bouclé yarn is used for the textiles – a fabric that, thanks to its fine, irregular loops, has a very soft surface in terms of both look and feel. The most well-known example of products made from bouclé are the iconic Parisian haute couture women's suits. In the case of the ID. CROSS Concept, the fabric is called Daisy and its look, feel and colour scheme help to create a lounge-style ambience on board the SUV. In addition to the seats, the central areas of the door panels and the dash panel surface are enhanced by the bouclé fabric. A special topstitching called Marcy, inspired by the fashion world, graces the seats and gives them an exclusive, designer touch. Another highlight is a fabric piping, where the bouclé fabric is double-layered. In addition, textile-covered buttons have been included in the seats – elaborate details reminiscent of high-quality furniture that add a homely touch to the interior. Like this natural textile, the plastics used in the ID. CROSS Concept in the trim colour Vanilla Chai also indicate very high quality.

**Surrounded by nature.** Preconfigured light, sound and climate modes (Atmospheres) transform the interior into a relaxation zone. The basic atmosphere is created by background lighting in the area of the instrument panel, the centre speaker on the dash panel, the centre console as well as the doors and seats. On the other hand, plant motifs are projected onto the displays (instruments and Infotainment system). They repeat the theme of the visually free-floating centre console, whose semi-transparent side trim features real eucalyptus leaves as a new feature. Drivers and guests are thus surrounded by nature in the ID. CROSS Concept – physically and digitally. In addition, the centre console has been equipped with cup holders in the open front area, which can be used to hold modular inserts with plants and fragrance dispensers to further perfect and customise the natural atmosphere.

**Everything in sight and under control.** The innovative cockpit landscape with its well thought-out ergonomics and intuitive operation ensures a relaxed atmosphere while on the road. In the ID. CROSS Concept, Volkswagen has created a harmonious interaction between displays with intuitive menu structures, natural voice control and buttons for direct functions. The multifunction steering wheel with clear button control has been completely redesigned. The two central displays of the ID. CROSS Concept are arranged on a visual axis: the digital instruments (28 cm/11 inches) and the central touch display of the Infotainment system (diameter: 33 cm/13 inches).

**Enhanced ID. Light.** The separate air-conditioning block with illuminated buttons for controlling the central air-conditioning functions is located below the Infotainment system. The next level then transitions into the centre console, which appears to hover in mid-air. Among other things, this area features inductive charging cradles for two smartphones and – within easy reach of the driver and front passenger – a multifunctional rotary pushbutton for controlling other vehicle functions. ID. Light has also been enhanced: this light function from the Volkswagen ID. models provides intuitively perceptible signals – for example when navigating or in the event of danger.



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In the past, ID. Light extended over the dash panel in front of the windscreen. In the ID. CROSS Concept, the front doors are now also equipped with ID. Light – form follows function in the purest sense. The newly designed door release levers also show that form and function on board the SUV concept car are in perfect harmony. Integrated into the front door armrests, the driver and passenger automatically grasp the ergonomically designed handles and intuitively pull them upwards to open. The door handles in the concept car are already largely in line with the 2026 production status. An indicator that shows that the ID. CROSS Concept is much more than just a concept car – it is a detailed insight into next year's Volkswagen world.

**Turn your smartphone over to activate 'calm status'.** With graphics in colours inspired by nature, the digital instruments and Infotainment display add to the relaxed ambience in this electric SUV. To enhance this harmonious effect, the information displayed on both screens can be reduced to a minimum if necessary. And this is done in a completely new and intuitive way. It is an idea that came from everyday life: what do people do almost automatically during a conversation or in a restaurant if they don't want to be disturbed by their smartphone? They mute it, of course. However, they also place the smartphone on the table with the display facing down. The UX designers (User Experience Designers) made use of precisely this automatic action in the ID. CROSS Concept: as soon as the driver places their smartphone in the inductive charging cradle of the centre console with the screen facing down, all vehicle displays switch to the restful 'calm status'. At this moment, the information from the instruments and the Infotainment system is reduced to the most important displays. The digital instruments now only display the current speed. All unnecessary widgets are also hidden on the Infotainment screen. The background graphics of the displays – nature-inspired motifs – are now in the forefront. As the system takes into account the time of day and syncs with a weather app, graphic details such as a morning mood with sunshine, raindrops or leaves gently waving in the wind can be seen there depending on the time and weather conditions. The colour scheme of ID. Light and matching sound effects are also integrated. The digital world thus builds a bridge to the real world outside the ID. CROSS Concept. This harmony creates a particularly harmonious and relaxed overall atmosphere on board the Volkswagen SUV.

**'Me time' in Relax mode.** For longer breaks while on a journey, a Relax mode can be activated. Among other things, the concept car's specially designed seats are completely folded down to create a reclining area in the style of a VW Bus. All seat backrests are folded forward in this case. The rear panels of the backrests are made of a very soft material that is deliberately reminiscent of a very comfortable yoga mat. The Volkswagen design team have christened the moments of relaxation enjoyed in Relax mode 'me time'.

**Space for travel.** The innovative package of the MEB+ turns the interior of the five-seater ID. CROSS Concept into a veritable giant on the inside, in particular thanks to the striking spaciousness in the rear. For Volkswagen, the focus in this model was on making the electric SUV as versatile as possible. On the one hand, the ID. CROSS Concept is perfectly tailored for city traffic due to its compact exterior dimensions. On the other hand, the SUV is also an all-rounder suitable for family and friends, which can handle longer trips plus luggage. The boot volume of the concept car is 450 litres. When the bonnet is open, another small luggage compartment with a load capacity of 25 litres opens up what is known as a "frunk", which can be used for the charging cable, for example.

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### Notes

1. Near-production concept car.