



August 20, 2018

California Dreamin' – with the Volkswagen I.D. R Pikes Peak

- I.D. R Pikes Peak returns to the USA for the first time since record-breaking appearance at Pikes Peak
- Electric race car to be showcased at the Pebble Beach Concours d'Elegance
- Impressive mix of historic classics and innovative concept cars

Wolfsburg (D) – Two months after the historic, record-breaking triumph at the Pikes Peak International Hill Climb, the I.D. R Pikes Peak is set to make a first return visit to the United States: the first fully electrically-driven race car from Volkswagen will be appearing at the Pebble Beach Concours d'Elegance on 26 August. The globally renowned event is one of a kind, a unique exhibition – for exceptional historic automobiles and for innovative concept cars. It represents the highlight of the Pebble Beach Automotive Week, which is taking place this year from 21 to 26 August.



I.D. R Pikes Peak

The historic event, which has taken place every year since 1950 at the 18th hole of the Pebble Beach Golf Links, near Monterey in the US state of California, has not been chosen at random: one year ago, it was the venue chosen to present the I.D. BUZZ¹). This year, the 500 kW (680 PS) I.D. R Pikes Peak will be the centre of

attention. It is the sporting forerunner of the I.D. Family, the range of fully-electrically driven production vehicles that Volkswagen will be bringing to market from 2020.

Volkswagen has already set two impressive records with the I.D. R Pikes Peak. On 24 June, Romain Dumas set a new all-time record of 7:57.148 minutes at the Pikes Peak International Hill Climb 2018, the world's most famous hill climb. Just three weeks later, the 40-year-old set a new electric record of 43.86 seconds at the Goodwood Festival of Speed in southern England.

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The I.D. R Pikes Peak will be joined on stage at the Concours d'Elegance by another Volkswagen newcomer: the Volkswagen Atlas Tanoak¹⁾). The first pick-up based on the MQB platform will enjoy static presentation at the McCall's Motorworks Revival on 22 August, during the Pebble Beach Automotive Week, and it will be in motion together with the Volkswagen Atlas Cross Sport¹⁾) on 17-Mile Drive, the coast road along the Monterey peninsula, on subsequent days. Both models celebrated their world premiere in spring, at the New York Auto Show. Volkswagen's top management will also be represented in Pebble Beach: Hinrich J. Woebcken, CEO of Volkswagen North America, and Head of Design Klaus Bischoff will be available to answer journalists' questions.

¹⁾ *prototype.*

About the Volkswagen brand: "We make the future real"

The Volkswagen Passenger Cars brand is present in more than 150 markets throughout the world and produces vehicles at over 50 locations in 14 countries. In 2017, Volkswagen delivered 6.23 million vehicles including bestselling models such as the Golf, Tiguan, Jetta or Passat. Currently, 198,000 people work for Volkswagen across the globe. The brand also has over 7,700 dealerships with 74,000 employees. Volkswagen is forging ahead consistently with the further development of automobile production. E-mobility, smart mobility and the digital transformation of the brand are the key strategic topics for the future.
