



April 18, 2018

Charging to the peak – Volkswagen I.D. R Pikes Peak set for world premier

- **Spotlight: Pikes Peak super sports car to be unveiled**
- **Record attempt on June 24th: Volkswagen competes in legendary American hill climb race with an all-electric racing car**

Wolfsburg (D) – It is the start of a new era in motorsport for Volkswagen – and one thing is already certain: This Volkswagen is set to electrify its public. When the I.D. R Pikes Peak is presented to the public on the coming Sunday, 22 April, it will be Volkswagen's first fully-electric racing car. Lightweight construction and aerodynamic perfection contribute to an exciting design, which houses a powerful electric power unit. The I.D. R Pikes Peak will first take its place under the spotlight of the international media at the racetrack in Alés, France – home of world-class driver Romain Dumas (F), who will be at the wheel for the Pikes Peak Hill Climb – before the official test programme gets underway just one day later.



I.D. R Pikes Peak

most spectacular hill climb in the world of motor racing. Volkswagen took part with an iconic and spectacular twin-engine Golf in 1987 but came up just short of victory. The goal is now to settle that score by setting a new record for electric cars.

**Key date, 24 June 2018 – one goal:
Break the record for electric racing cars**

The event on Pikes Peak, reverently known as the "Race to the Clouds", starts at 2,862 metres and finishes at 4,302 metres above sea level. For more than 100 years, it has been the

Note to editors

You can follow the unveiling of the Volkswagen I.D. R Pikes Peak in live stream from 17:00 on Sunday, 22 April on www.facebook.com/volkswagenmotorsport and www.volkswagen-motorsport.com.

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 produced around 6.23 million vehicles, including bestselling models such as the Golf, Tiguan, Jetta and Passat. Currently, 198,000 people work for Volkswagen across the globe. The brand also has more than 7,700 dealerships with 74,000 employees. Volkswagen is forging ahead consistently with the further development of automobile production. Key strategic themes for the future are electric mobility, smart mobility and the digital transformation of the brand.

Press contact

Volkswagen Motorsport GmbH
Andre Dietzel
Head of Communications & Marketing
Tel: +49 175 723 4689
andre.dietzel@volkswagen-motorsport.com

Product Communications

Bernhard Kadow
Motorsports & Projects
Tel: +49 152 588 70782
bernhard.kadow@volkswagen.de



More at

volkswagen-media-services.com