



June 7, 2018

Emotional and functional – the design of the I.D. R Pikes Peak

- All-electric driven prototype for the most famous hill climb in the world shows technical elements of the future production cars of the I.D. family
- Volkswagen Design team implements project in record-breaking time
- I.D. R Pikes Peak is an extremely emotional interpretation of the electro-mobility issue

Wolfsburg (D) – Development of the I.D. R Pikes Peak started around seven months ago – a multifaceted challenge, including for the Volkswagen Design team. “We already have a wealth of experience with high-performance cars and with racing cars, but a powerful prototype like the I.D. R Pikes Peak was a world first for us,” said Klaus Bischoff, Head of Volkswagen Design. “Our task was to transfer the unmistakable style of the I.D. family to such an extreme and emotional racing car.”



Design of the I.D. R Pikes Peak – close collaboration between designers and engineers

The design of the I.D. R Pikes Peak is meant to emphasise membership of the future I.D. family, the series of all-electric powered production cars that Volkswagen will bring to the market as of 2020, at more than first sight only. The chassis design of Volkswagen’s first electric racing car must also provide

optimum prerequisites from a technical perspective. “My whole team was motivated to the core by this unusual challenge. We are proud to be part of the team that realised this remarkable project”, said Bischoff.

The design development for the racing car participating in the “Unlimited” category started back in October 2017 with the proverbial blank sheet of paper. In the initial briefing, Bischoff and his colleagues didn’t get much more info from the engineers other than the desired length, width and height of the chassis of the I.D. R Pikes Peak. “And, of course, we knew that it was a hill climb”, said the car designer.

Press contact

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

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



More at
volkswagen-media-services.com



An important factor since the physical conditions in the most famous hill climb in the world are unique for the car design. Aerodynamics and the cooling system for the engine, batteries and brakes of the racing car need to cope with the unusual stresses, even for top-level racing, in the thin mountain air – starting at an altitude of 2,862 metres, with the finish line at an altitude of 4,302 metres. “The close alignment with the engineers was very important during the design process”, said Bischoff describing the teamwork, in particular, between the aerodynamics specialists at Volkswagen Motorsport and Volkswagen Design. “Our task was to give a form to their requirements. Design and function formed a symbiotic relationship.”

The Volkswagen Design team managed to integrate key design elements of the I.D. family into the extreme body design of the I.D. R Pikes Peak. “Typical of the I.D. is a very smooth, aesthetic style of sculptured quality. Then there are the vivid graphics and the unique lighting. All these are elements that we transferred from the production cars of the future I.D. family to the I.D. R Pikes Peak”, said Bischoff.

For the 56-year-old, the I.D. R Pikes Peak is an important step within the brand’s electro-mobility strategy: “A super sports car such as the I.D. R Pikes Peak evokes emotions in spectators. This emotional interpretation of the topic of electro-mobility will no doubt influence the production cars of the I.D. family.” With the closed front section, the design of the I.D. family is also a reference to Volkswagen’s design DNA, which was founded with the Beetle and the T1 Bus. “Naturally, the focus was on performance on the racetrack when designing the I.D. R Pikes Peak. It was a lot of fun mastering this challenge”, said Bischoff.

The I.D. R Pikes Peak makes its competition debut on 24 June 2018 in the US state of Colorado. Driver Romain Dumas’ goal is to improve on the existing track record for electric racing cars. “I would be delighted if the design we developed helps completing this difficult task”, said Bischoff. “We will definitely be wishing our colleagues at Volkswagen Motorsport the best of luck on race day.”

Video – the development of the I.D. R Pikes Peak design:
<https://youtu.be/gGgor6r7jWk>



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.
