



22 September 2026

German Car of the Year 2027: Category award for the all-new electric ID. Polo

- The German Car of the Year (GCOTY) jury has named the new ID. Polo the best small car of the year
- The all-electric Volkswagen secured first place in the highly competitive Budget category, impressing the panel with its design, driving pleasure, comfort, safety and innovation
- The ID. Polo achieved top scores in four out of five categories, as well as ranking top for both its interior and exterior design

Wolfsburg – The all-new electric ID. Polo has finished first in the Budget category at the German Car of the Year (GCOTY) awards, sending out a powerful signal: Volkswagen is bringing electric mobility into the heart of the small car segment – making it attractive, affordable and practical for everyday use. Volkswagen's all-electric small car triumphed over seven competitors, securing first place ahead of the Renault Twingo and Renault Clio. The international jury was impressed by the ID. Polo, awarding it top marks in four out of five key evaluation categories.



The new ID. Polo – an award-winning car

Kai Grünitz, Member of the Board of Management responsible for Development at Volkswagen Passenger Cars and Brand Group Core: "The ID. Polo is seamlessly leading one of our absolute bestsellers into the electric era. The success at the German Car of the Year awards proves that its overall package is highly convincing: clear design, plenty of space, intuitive operation, high safety

standards and technologies usually found in higher segments. This is a fantastic recognition for the entire team and a strong signal for our goal to make electric mobility accessible and desirable for significantly more people."

ID. Polo impresses with top marks as a true all-rounder. The ID. Polo achieved particularly high scores in Design and Driving Pleasure, reaching 85.8 per cent of the maximum rating. It also scored 84.2 percent in Safety and Environment, and 83.8 per cent in Significance and Innovation. In the Comfort and Practicality category, the new compact Volkswagen received 82.0 per cent.

"The VW ID. Polo outperformed the runner-up in four out of five criteria, securing an undisputed class victory. The jury's clear vote reflects the significance this car holds for the Volkswagen brand," say Jens Meiners, co-founder of GCOTY. The ID. Polo was also among the top-ranked vehicles in the cross-category design awards, finishing in second place across the entire field for the "Special Award Best Interior Design" and third place for "Best Exterior Design" in the evaluation by the 47 GCOTY jurors.

Media contacts

Volkswagen Communications

Greta Höhne
Spokesperson ID. EVERY1,
ID. Polo, Dr. Erwin Gabardi
Tel.: +49 (0) 152 5887 0744
greta.hoehne@volkswagen.de

Martin Hube
Spokesperson ID. Polo, ID. Cross,
Passat, Touareg
Tel.: +49 (0) 152 2299 5699
martin.hube@volkswagen.de



Find out more at
volkswagen-newsroom.com





All-electric all-rounder with technologies from higher segments. The GCOTY award underscores the special significance of the all-new ID. Polo for the brand. As an all-electric reinterpretation of one of the most successful models in the company's history, it carries a familiar name into a new era. More than 20 million units of the Polo have been sold to date. Developed in Wolfsburg, the ID. Polo combines a clear and timeless design with efficient front-wheel drive, a generous amount of space, a high standard of quality and numerous innovations. The new ID. Polo is available at prices starting from 24,995 euros^{1/2}.

¹ ID. Polo Trend – combined power consumption 14.8–13.3 kWh/100 km; combined CO₂ emissions 0 g/km; CO₂ class: A.

² All equipment specifications and prices refer to the German market. There may be differences for other countries.

The Volkswagen Passenger Cars brand has a global presence and produces vehicles at 28 locations in twelve countries. In 2025, Volkswagen delivered over 4.7 million vehicles. These include bestsellers such as the Polo, T-Roc, T-Cross, Golf, Tiguan and Passat as well as the successful all-electric models from the ID. family. Last year, the company handed over around 382,000 all-electric vehicles to customers worldwide. Volkswagen currently employs around 170,000 people worldwide. With its "BOOST 2030" strategy, Volkswagen is advancing its evolution into the most desirable brand for sustainable mobility.
