



# Media Information

5 May 2026

## In the anniversary year: Volkswagen R to enter the 24h Nürburgring in 2027

- Volkswagen R will return to the racetrack in 2027, the year marking the 25th anniversary of the premium performance brand
- Volkswagen is developing an all-wheel drive Golf R for the racetrack<sup>1</sup> in collaboration with Max Kruse Racing
- Show car Golf R 24H<sup>1</sup> provides first glimpse of future racing car

**Wolfsburg – Volkswagen R will take part in the 24h Nürburgring in 2027. For this purpose, the brand from Warmenau is developing an all-wheel drive Golf R for the racetrack together with Max Kruse Racing. A new show car already provides a first glimpse of the spectacular racing car. The race participation marking the 25th anniversary of the Volkswagen R brand is a clear commitment to the brand's roots: the 'R' is derived from 'racing' – and taking part in the race will make this aspiration visible in competition.**



The Golf R 24H show car: A preview of the 2027 race car

Since the introduction of the Golf R32 in 2002, Volkswagen R has stood for the sportiest and most powerful production vehicles of the Volkswagen brand. The close link to motorsport and the concept of 'racing' is an integral part of the brand's DNA. "The 24h Nürburgring is the toughest test for us under real competitive conditions," says Reinhold Ivenz, Head of Volkswagen R. "The Nürburgring is also our test and

development track, and we will meet people at the 24h race who share our passion for performance – which is why the project is a perfect match for Volkswagen R."

A racing version of the current Golf R<sup>2</sup> with all-wheel drive designed for the demanding requirements of the Nordschleife will be developed for the race. Volkswagen is now giving a first glimpse of the racing car with a show car that will be presented to the public in the Ring Boulevard at the Nürburgring. "With the Golf R 24H show car, we are making our vision for 2027 tangible at an early stage. The preparatory work for the real racing car has already begun. Even though we don't want to reveal much about the technology yet: fans of the 24h Nürburgring can look forward to the most spectacular Golf R to date," continues Reinhold Ivenz.

After three years with the Golf GTI Clubsport<sup>3</sup>, Volkswagen is opening a new chapter in the 24h Nürburgring with the Golf R 24H. Long-standing partner Max Kruse Racing continues to be an important part of the project. On the team side, co-founder Benjamin Leuchter is responsible for the programme – as a test and development driver, he is also significantly involved in the fine-tuning of the sportiest Volkswagen production models. The aim of the race participation is to demonstrate the

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performance of Volkswagen R in competition, to test technical development under racing conditions and to take cooperation with Max Kruse Racing to a new level.

**About Volkswagen R.** The roots of the Volkswagen R brand lie directly in motorsport: the 'R' was derived from the term 'Volkswagen Racing'. The first R logo was also graphically based on this origin. The first production version of this new performance model series was the particularly sporty Golf R32 in 2002, which set new standards with a 3.2-litre VR6 engine, all-wheel drive and the first direct shift gearbox in the Golf class. The model positioned itself clearly above the GTI product line and laid the foundation for the further development of the R brand.

Since then, Volkswagen R has established itself as an independent premium performance brand within Volkswagen. Powerful drives, precisely tuned chassis and innovative technologies – in combination with the 4MOTION all-wheel drive – characterise the R models. The appearance of the R models is rounded off by sporty understatement: a deliberately restrained, independent design with clear and characteristic R accents in combination with high-quality materials. In motorsport, Volkswagen R has achieved great success in the past with four Rally World Championship titles with the Polo R WRC and several electric records with the ID.R sports car. And even without a classic works team, motorsport is firmly anchored in the DNA of Volkswagen R: findings from test and development drives and the experience of racing drivers such as Benjamin Leuchter continue to flow into the development of the R models right up to the present day.

<sup>1)</sup> *Concept car. The vehicle is not offered for sale.*

<sup>2)</sup> *Golf R - combined energy consumption: 8.3-8.1 l/100 km; combined CO<sub>2</sub> emissions: 188-183 g/km; CO<sub>2</sub> class: G.*

<sup>3)</sup> *Golf GTI Clubsport - combined energy consumption: 7.5-7.3 l/100 km; combined CO<sub>2</sub> emissions: 171-166 g/km; CO<sub>2</sub> class: F.*

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

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