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## More than 30,000 reservations for the ID.3 1<sup>ST</sup> edition

- Most of the pre-bookers live in Germany, Norway, the Netherlands, Sweden and the United Kingdom
- World premiere of the ID.3<sup>1</sup> at the IAA in Frankfurt
- Volkswagen Sales Board Member Jürgen Stackmann: "The success of our pre-booking shows that the ID.3 is coming at precisely the right time."

Wolfsburg – Just before the beginning of the International Motor Show (IAA) in Frankfurt, Volkswagen has already received more than 30,000 reservations for the ID.3. Most of the pre-bookers live in Germany, Norway, the Netherlands, Sweden and the United Kingdom. More than 100,000 further ID. fans have registered for the ID.3 newsletter which Volkswagen is using to present regular information on its new full-electric ID. family as well as topics connected with e-mobility. Volkswagen is showing the ID.3 as a world premiere at the IAA next week.



Volkswagen ID.3 - More than 30,000 reservations before its world premiere at the IAA in Frankfurt

Jürgen Stackmann, Member of the Board of Management of the Volkswagen Passenger Cars brand responsible for Sales, Marketing and After Sales: "Before the IAA, we have already reached our target of 30,000 reservations for the ID.3 1<sup>ST</sup> edition. This success shows that the ID.3 is coming at precisely the right time. More and more people want to switch over to e-mobility."

Since May this year, potential customers in Europe have been able to place non-binding reservations for a production slot for the limited ID.3 launch edition in return for a registration deposit of €1,000.

A new era for Volkswagen is beginning with the ID.3. This is the first model in an entire family of full-electric vehicles which the brand will be introducing to make e-mobility attractive and affordable for many people. While the base price of the ID.3 series model in Germany will be under €30,000 (recommended retail price) for the smallest version, the price of the exclusive pre-booking edition ID.3 1<sup>ST</sup> is under €40,000, in each case before

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the state subsidy is deducted. The ID.3 1<sup>ST</sup> has a range of up to 420 kilometers (WLTP).

In addition to a variety of additional features and exclusive design details, purchasers of the special launch edition ID.3 1<sup>ST</sup> will also receive free-of-charge electric power for one year up to a maximum of 2,000 kWh – at all public charging points connected to Volkswagen's WeCharge charging app as well as on the IONITY pan-European fast charging network. The ID.3 will be delivered to customers with a neutral carbon balance.

In the fall and the spring, things will become more concrete for pre-bookers when they enter the ordering phase with their preferred dealer to select the version of the ID.3 1<sup>ST</sup> which they wish to purchase.

"People who are still interested in an ID.3 1<sup>ST</sup> or an early model in the ID.3 production series should still register with us," says Sales Board Member Jürgen Stackmann. "Our markets are keeping waiting lists for potential purchasers. Experience indicates that there may still be some movement on the waiting list up to the deadline for binding orders." Reservations can still be placed on the portal <http://www.volkswagen.com/id-prebooking> or at Volkswagen's IAA stand. Production of the ID.3 1<sup>ST</sup> is to start at the end of 2019, as planned. The first vehicles will be delivered in mid-2020.

This year, Volkswagen's IAA presentation will focus on the ID.3 and e-mobility. Visitors will be able to take a first look at the next model in the ID. family and to see what the next stage after the ID.3 will be. In addition, Volkswagen will have an entirely redesigned stand, at its usual place in Hall 3, based on the new brand design, which is also making its world debut. The ID.3 will be the first new model to be unveiled with the brand's new logo.

*1) This vehicle is not yet available for sale.*

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#### **About the Volkswagen brand:**

Volkswagen Passenger Cars operates in more than 150 markets worldwide and produces vehicles at more than 50 locations in 14 countries. In 2018, Volkswagen produced around 6.2 million vehicles, including bestsellers such as the Golf, Tiguan, Jetta and Passat. Volkswagen has a current workforce of 195,878 employees around the globe. Added to this are more than 10,000 dealerships with 86,000 employees. Volkswagen is forging ahead consistently with the further development of automobile production. Electric mobility, smart mobility and digital transformation of the brand are the key strategic issues for the future.

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