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Only at Volkswagen: customers can assemble their own e-Golf¹ in the Transparent Factory in Dresden

- Follow your own vehicle during production
- Four stations at which the driver can assemble the car (with instructions)
- Arnd Meyer-Clasen, Head of Sales: "With us, not only are customers able to be there during the production of their car, but can now also get involved themselves."

Dresden – Customers can now get a much closer look at their e-Golf during production. In the Transparent Factory, you can accompany your future vehicle a part of the way along the production line. Under the expert guidance of the factory's employees, the customer is able to actively get involved at four stations, e.g. when installing the dash panel. Other places where the customer can experience the assembly of their vehicle include joining the drive train to the body ("marriage") and installing the front radiator grille. With the new possibility of accompanying production, the Volkswagen Transparent Factory in Dresden is expanding its range of services in respect of the electric mobility experience.



One of the three places where customers could get involved: joining the drive train to the body ("marriage").



Also at the station, where the front radiator grille will be installed, customers can assemble their own e-Golf.

Arnd Meyer-Clasen, Head of Sales: "The Transparent Factory is the showcase of e-mobility of Volkswagen. In addition to test drives, configuration and delivery of the e-Golf, another highlight we now offer is the ability to follow production. With us, not only are customers able to be there during the production of their car, but can also get involved themselves. Electric mobility that you can touch: this experience is unique in the automotive world."

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The opportunity to follow production can be booked when ordering the e-Golf from the dealer. Appointments can be made during the production time, i.e. Monday to Friday, 6:00 am to 10:00 pm. The special experience package costs EUR 390. In addition to following production, this includes inner-city transfers, a tour of the production and exhibition area, souvenir photos and a voucher of EUR 50 for a restaurant visit to the e-VITRUM.

¹⁾ e-Golf: Power consumption, kWh/100 km: combined 14.1 (17 inch)-13.2 (16 inch); CO₂ emissions combined, g/km: 0; efficiency class: A+

About the Volkswagen brand: we make the future real.

The Volkswagen Passenger Cars brand is present in more than 150 markets worldwide and produces vehicles at more than 50 locations in 14 countries. In 2017, Volkswagen produced approximately 6.23 million vehicles, including bestsellers such as the Golf, Tiguan, Jetta and Passat. Volkswagen currently employs 198,000 people worldwide. There are also more than 7,700 dealerships with 74,000 employees. Volkswagen is consistently pushing ahead with the development of automotive construction. Electric mobility, Smart Mobility and the digital transformation of the brand are the key strategic issues of the future.
