Media Information

11 November 2026

Renowned awards for the newcomer: ID. Polo wins Golden Steering Wheel, the Autonis design award and is voted German Car of the Year 2027

- **Golden Steering Wheel 2026 –** ID. Polo wins in the category Best car under 25,000 euros
- **German Car of the Year 2027–** ID. Polo wins overall and is the winner of the 'Budget car' category
- **Autonis readers' poll –** with first place in the small car category, the ID. Polo is among the best new designs in 2026
- **In the international final**: ID. Polo is among the seven finalists in the European Car of the Year 2027 award

Wolfsburg – The new ID. Polo is already garnering prestigious awards shortly after its market launch. They recognise both the overall package of the new all-electric small car and its design. Another prize was added yesterday evening: the ID. Polo received the Golden Steering Wheel 2026 in the Best car under 25,000 euros category. It had already been chosen as the overall winner of the German Car of the Year 2027 and won the coveted Autonis design award in the small car category.



Hat-trick for the new ID. Polo: three awards in just a few weeks for the all-electric small car

With the **Golden Steering Wheel** award, the trade magazine *AUTO BILD* and the *BILD am SONNTAG* newspaper recognise outstanding new models every year. This year, the new ID. Polo impressed and received the Best car under 25,000 euros editorial award. In addition to its strong overall package, it was particularly highlighted that, with the ID. Polo, Volkswagen is bringing electric mobility into a price class that is affordable for many car drivers.

The award was presented to Thomas Schäfer, CEO of the Volkswagen brand, Head of the Brand Group Core and member of the Group Board of Management: "Three big awards within a few weeks, and now also the Golden Steering Wheel: the ID. Polo has made a dream start. Above all, however, customers, readers and experts confirm exactly what we wanted to achieve with this car, namely building true Volkswagen cars once more. Affordable, high-quality, suitable for everyday use and easy to operate. In fact: 100-per-cent Volkswagen. The fact that this has been recognised so quickly makes me proud of the entire team".

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Last week, the ID. Polo enjoyed great success at the **German Car of the Year Award 2027**: first, it won in the Budget car category for vehicles with a starting price of less than 25,000 euros. As a result, the small car qualified for the vote for the overall winner. After two intensive test days, the ID. Polo prevailed against four other strong class winners and won the coveted title of overall winner, making it the German Car of the Year 2027. An independent jury of 47 German and international motoring journalists decided on the award.

The design of the ID. Polo has also been well received: In the **Autonis readers' poll 2026** by *auto motor und sport*, the ID. Polo achieved first place in the small car category. Volkswagen achieved two category wins in the vote: in addition to the ID. Polo, the new T-Roc also won the Small SUV/Crossover category. The Volkswagen Multivan was a winner in the Vans category. For Volkswagen, the award as overall winner for the ID. Polo is also the first award for the new Pure Positive design language – with a clear-cut shape, a likeable appearance and surprising details.

ID. Polo also in the final of Car of the Year 2027. The new ID. Polo is also among the seven finalists in the renowned European Car of the Year 2027 award. For the first time in the history of the award, the list comprises exclusively of all-electric vehicles. After further test drives and the final evaluation by the international expert jury, the winner will be announced on 8 January 2027 at the Brussels Motor Show.

Electric. Practical. Affordable. The awards underline the positioning of the new ID. Polo as an all-electric compact Volkswagen for a broad audience. With a starting price of 24,995 euros (in Germany), a range of up to 454 kilometres[1] and a luggage capacity of up to 1,240 litres (with the rear seat backrests folded down), it combines electric mobility with high everyday suitability, plenty of space and an attractive price-performance ratio.

[1)] Range determined on the rolling road test bed in accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP) in the most range-favourable equipment variant. The actual WLTP range values may differ depending on the equipment. In practice, the actual range varies depending on driving style, speed, use of comfort and auxiliary consumers, outside temperature, the number of passengers and load, topography and physical ageing of the high-voltage battery

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.