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The sound of e-mobility: ID.3 attracts attention with its own driving sound

- Volkswagen is showcasing the driving sound of the ID.3¹ for the very first time – at DRIVE. Volkswagen Group Forum in Berlin
- In future ID. models will be equipped with a sound generator active at speeds up to 30 km/h
- The sound design for the ID.3 was developed as part of a cooperation between Volkswagen Design and composer Leslie Mandoki

Berlin/Wolfsburg (Germany) – As of July 2019 all newly registered electric vehicles must produce an artificial driving sound. Yesterday, the ID.3's sound design was presented at the DRIVE. Forum in Berlin as part of the Future Sounds event. The almost silent, electric drive offers great potential for brand-specific sound design that not only draws attention to the car, but also to the brand. Consequently, Volkswagen-branded electric vehicles could soon be recognisable by their sound.



The new ID.3 – its sound communicates ease.

As electric vehicles are almost silent at low speeds, the accident risk for pedestrians and cyclists particularly increases in inner-city traffic.

For this reason, ID. family models will, in the future, use an Acoustic Vehicle Alerting System (AVAS) to generate an artificial driving sound – when moving off; at speeds up to 30 km/h; and when reversing.

The AVAS in the ID.3 is audible on the inside and outside of the vehicle up to 30 km/h. Inside the vehicle, different stages of the driving sound are always audible based on speed and accelerator pedal position. Beyond this speed, the vehicle's rolling resistance and driving noise become more prominent.

The soundtrack of a new mobility

The Volkswagen brand's new driving sound was developed as part of a collaboration with the composer and music producer Leslie Mandoki. The multi-layered audio tracks express the speed and dynamism of e-mobility. "An electric vehicle's sound defines its identity. The sound should be confident and likeable. It may well sound futuristic and must also impress with its unique character", Dr. Frank Welsch explains as the Chief Development Officer of Volkswagen Passenger Cars.

In addition to the safety aspect at low speeds, the sound of an electric vehicle is particularly vital. "Thanks to their sound, electric vehicles are given their own voice that we can design ourselves regardless of mechanical sounds", Klaus Bischoff explains as the Head of Design Volkswagen Brand. "The ID.3 radiates safety and the promise of effortless mobility: It will take us everywhere."

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More at
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¹ID.3 – The vehicle is not yet available for sale.

About the Volkswagen brand:

The Volkswagen Passenger Cars brand is present in more than 150 markets throughout the world and produces vehicles at over 50 locations in 14 countries. In 2018, Volkswagen delivered 6,2 million vehicles including bestselling models such as the Golf, Tiguan, Jetta or Passat. Currently, 195,878 people work for Volkswagen across the globe. The brand also has over 10,000 dealerships with 86,000 employees. Volkswagen is forging ahead consistently with the further development of automobile production. E-mobility, smart mobility and the digital transformation of the brand are the key strategic topics for the future.
