



Volkswagen

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## **Volkswagen at CES 2017 – Connectivity is being transformed into a personal digital experience**

- **Volkswagen to present the individual connectivity of tomorrow**
- **Preview of the next stage of intuitive operation and control**
- **Visionary I.D. electric vehicle to be presented for the first time in the USA**

**Wolfsburg, 14 December 2016 – At the Consumer Electronics Show (CES) in Las Vegas (5-8 January 2017), Volkswagen will unveil its vision of future mobility – a world of intelligent connectivity and sustainable vehicles.**

The Volkswagen presentation at CES 2017 will focus on the networking of people, vehicles and surrounding environments. "Thanks to App Connect, our customers can already connect just about any smartphone with their vehicle – but with the Volkswagen User-ID we're taking things a major step further", says Dr Volkmar Tanneberger, Head of Electrical and Electronic Development at Volkswagen. "The seamless integration of Partner Services combined with our own online services will create an entirely new user experience".

New display and control concepts will also celebrate their premiere in Las Vegas, whereby these represent consistent further developments of the systems used in the Golf R Touch (CES 2015) and BUDD-e (CES 2016). In addition, Volkswagen will present its visionary I.D. electric vehicle for the first time in America. The innovative CES trade show is the perfect venue for this, as the concept for the first compact Volkswagen based on the Modular Electric Drive Kit (MEB) combines the digitally networked world with an electric-powered and – if so desired – fully automated vehicle featuring an innovative control system.

CES is one of the world's biggest consumer electronics trade shows and features all the latest products and services in the consumer electronics sector. The event is considered a showcase for digitisation trends and innovative developments in electronics.

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