



## **Volkswagen at the CES 2016: the focus is on networking and long-distance electromobility**

- **The starting shot for the Volkswagen brand's future initiative**
- **Dr Herbert Diess holds the opening keynote on the eve of the world's largest consumer technology trade show for digital trends and electronics development**

**Wolfsburg, 11 December 2015 – In 2016 Volkswagen is once again represented at the Consumer Electronics Show, CES, which takes place from 6 - 9 January in Las Vegas/USA. Dr Herbert Diess, Chairman of the Volkswagen Passenger Cars brand, will be holding the keynote on the evening before the show opens its doors. The main focus of his speech is on the latest developments in electromobility as well as the next generation of connectivity.**

Volkswagen will present a completely new concept car at the CES, to illustrate the major changes that the car is set to go through in the next few years. First and foremost the world premiere marks the beginning of a new era of affordable long-distance electromobility. Over and above this, innovative features will demonstrate the benefits to the customer that Volkswagen will be able to deliver in the near future thanks to the increasing interconnectedness of the motor car. As well as that, new display and operating concepts will also be making their debut in Las Vegas. For instance, Volkswagen will give quite a clear glimpse of the latest developments in in-car infotainment that are on the verge of being launched onto the market. This will see innovations such as the Golf R Touch concept car finding their way into Volkswagen's broad product portfolio.

The CES has long been considered a reliable barometer of the key trends in digitalisation and consumer electronics. The latest products and services are presented to over 150,000 trade visitors every January.

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