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## Volkswagen electric car ID.3 communicates using light

- Innovative ID. Light concept visually supports vehicle functions and warnings
- New feature lends the ID.3 more emotionality

**Wolfsburg (Germany) – The ID.3, the first model from the new all-electric ID. family stands for the future of the Volkswagen brand – with a large range, impressive driving dynamics, pioneering design and the innovative ID. Light concept. The intelligent light concept in the interior supports the driver visually and makes communication with the ID.3 more emotional.**



**The ID.3 communicates visually.**

and that the car has been unlocked or locked. It accentuates information issued by the driver assist and navigation systems and signals braking prompts and incoming phone calls. In conjunction with the navigation system, ID. Light reduces the stress of driving in traffic. By blinking, it recommends changing lane and can also warn the driver if their ID.3 is in the wrong lane. ID. Light also supports voice control: it responds to the voices of vehicle occupants by sending a light signal. This indicates whether the voice control assistant is responding to the driver or the front passenger.

### Familiar colours aid communication

“For all its innovativeness, ID. Light functions intuitively by using familiar colours,” says Valentina Wilhelm, User Experience Designer at Volkswagen. A fully charged battery is indicated by the colour green whereas a warning such as a braking manoeuvre is indicated by red. While on the exterior, the headlights imitate eye movements, light lends the interior additional character. According to Ms Wilhelm: “This use of light, makes the vehicle more ‘personable’ and is a very simple and intuitive way of communicating.”

<sup>1</sup> ID.3: The vehicle is not yet available for sale in Europe

### About the Volkswagen brand:

Volkswagen Passenger Cars operates in more than 150 markets worldwide and produces vehicles at more than 50 sites in 14 countries. In 2018, Volkswagen delivered close to 6.2 million vehicles. Among those were the best-selling Golf, Tiguan, Jetta and Passat. Volkswagen has a current workforce of 195,878 employees around the globe. Added to this are more than 10,000 dealerships with 86,000 employees. Volkswagen is consistently driving forward the development of automotive engineering. Electric mobility, smart mobility and the digital transformation of the brand are the key strategic topics for the future.

Not only does this car’s voice control obey your every word, the ID.3 also communicates visually with its occupants – thanks to the completely new intelligent ID. Light concept. An LED strip that runs across the cockpit assists the driver by changing colour according to the current function. Once they have settled into the driver seat, ID. Light signals to the driver that the vehicle’s drive system is active

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