
Media Information

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Volkswagen Group opens Future Center Asia in Beijing to create mobility for beyond tomorrow

- Jochem Heizmann, member of the Board of Management of Volkswagen AG as well as the President and CEO of Volkswagen Group China: “We are breaking down the traditional barriers by bringing together exterior and interior designers, user experience experts and specialists for Artificial intelligence, Smart City, Start-up scouting and Engineering.”
- Future Center Asia is one of three globally Future Centers and will focus on delivering mobility solutions tailored to the expectations of customers in China and Asia that can also be transferred to the world.
- The creative think tank will focus on the mobility needs of future generations.



Group photo at Future Center Asia Opening Ceremony: Johann Jungwirth, Chief Digital Officer of Volkswagen Group, Liu Dian Xun, President, CIPA of MOFCOM, Prof. Dr. Jochem Heizmann, Member of the Board of Management of Volkswagen Aktiengesellschaft as well as President and CEO of Volkswagen Group China, Dr. Torsten Schonert, Head of Future Center Asia, Yu-Hsiu Li, Head of Digital User Experience at Future Center, Peter Ortlieb, Head of Design at Future Center Asia (from left to right).

Beijing/Wolfsburg, January 26, 2018 – Volkswagen Group officially opened Future Center Asia today, one of three such centers worldwide that will take a whole new approach to envisioning people’s mobility needs of the future and creating visionary solutions. “With these centers, we are breaking down the traditional barriers by bringing together exterior and interior designers, user experience experts and specialists for Artificial intelligence, Smart City, Start-up scouting and Engineering. Inspired by people we want to develop visionary products and services to give our customers a feeling of being home even when they are on the road”, says Jochem Heizmann, member of the Board of Management of Volkswagen AG as well as the President and CEO of Volkswagen Group China.

The new center forms part of Volkswagen’s global network of three Future Centers, with Future Center Europe located in Potsdam, Germany, and Future Center California in Belmont, Silicon

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Valley. The Future Centers have been established in key regions to address the increasing regional differentiation in the mobility market and access best talent pools. Future Center Asia will provide mobility solutions specifically for the Chinese and Asian markets and ideas and concepts that also can be transferred to the world. The group-wide solutions will be integrated into our strong brands.

“Future Center Asia is a strategic step for the future development of mobility solutions in China“, says Heizmann. “The breakneck speed at which our Chinese customers embrace a digital lifestyle and electric vehicles needs to be reflected in designs and services. Future Center Asia will be an inspiring think tank for the region and worldwide. Above all, it will be guided by the demands of our current and future customers.“

Dr. Torsten Schonert, Head of Future Center Asia: “Future Center Asia will focus on visionary products and services, disruptive technologies, Smart City concepts, Start-up scouting and a best-in-class customer experience that respond to Asian customers’ expectations.”

As an interdisciplinary team, the new center will incorporate all aspects of future mobility from the beginning, with team members inspiring each other through the interplay of different perspectives, each brings to the process. Their horizon extends far beyond the car of tomorrow as they seek to identify and solve the challenges that will arise in the future and meet the mobility needs of future generations.

As a network, the three Future Centers act as global incubators for innovative ideas and as competence centers that bring together the creativity and the knowledge of the Group family. While Future Center California draws on influences from Silicon Valley and focuses on the best digital user experience, UX software and accessible mobility solutions, Future Center Europe mainly works on the development of future mobility concepts based on self-driving automobiles like SEDRIC, as well as overall vehicle design. Future Center Asia, meanwhile, works intensively on special design concepts for China and Asian markets. Strong exchange between all Centers will enable solutions from each to be transferred throughout the global markets.



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