



Media Information

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Volkswagen launches information platform for stories relating to the future of mobility

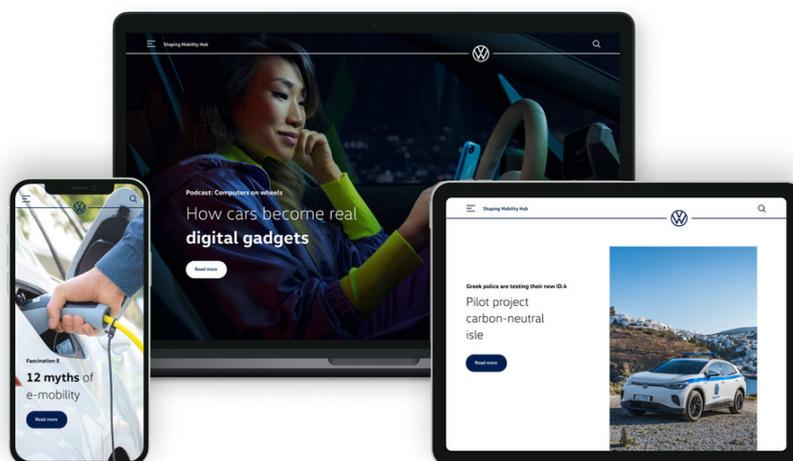
- New international website presents reports, interviews and detailed tech insights into mobility topics of the future
- Launch to coincide with IAA MOBILITY in Munich, including live streams and podcasts
- Fast and intuitive access to information on all devices
- Shaping Mobility Hub: <https://shaping-mobility.volkswagen.com/en>

Wolfsburg – Volkswagen is launching a new offering for bloggers and influencers, as well as representatives of NGOs, authorities and politics, science and education in time for IAA MOBILITY in Munich. On the Shaping Mobility Hub (<https://shaping-mobility.volkswagen.com/en>), users have access to exclusive stories, controversial discussions, detailed insights and extensive research options in the areas of sustainability, innovation, the fascination of electromobility and digital living.

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ACCELERATE
DIGITAL: ENERGIZED

With the Shaping Mobility Hub, Volkswagen Communications are expanding the range of topics on offer. The storytelling platform allows the media and interested members of the public to take a deep dive into the future of mobility, providing comprehensive information about the restructuring programme at Volkswagen in the core areas of future mobility, given extra impetus by the ACCELERATE strategy. After all, electric mobility is just the beginning – the bigger step is yet to come with digitalisation, software-based products and autonomous driving.



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New formats: Fascinating, emotional and full of background knowledge

Important events – such as IAA MOBILITY 2021 – will also be livestreamed on the Shaping Mobility Hub. Those visitors who prefer to listen to audio content are also in for a treat: In the Shaping Mobility podcast, independent experts give insights into the mobility trends of tomorrow. The podcast will be released once a month. A text-to-speech tool is available for selected articles.

Topics from the Shaping Mobility Hub can be shared easily via Twitter, LinkedIn, Facebook or e-mail. The content of the new platform is available in German and English. For users interested in more detailed information on products and models, the Volkswagen Newsroom (www.volkswagen-newsroom.com) contains the latest editorial media packages, while the Volkswagen page www.volkswagen.com contains model-related inspiration and information.

The Volkswagen Passenger Cars brand is present in more than 150 markets worldwide and produces vehicles at more than 30 locations in 13 countries. Volkswagen delivered around 5.3 million vehicles in 2020. These include bestsellers such as the Golf, Tiguan, Jetta or Passat as well as the fully electric successful models ID.3 and ID.4. Around 184,000 people currently work at Volkswagen worldwide. In addition, there are more than 10,000 trading companies and service partners with 86,000 employees. With its ACCELERATE strategy, Volkswagen is consistently advancing its further development into a software-oriented mobility provider.
