
Media information

Volkswagen launches model offensive in China

- Volkswagen Group China will launch 8 SUV this year.
- In Shanghai the Volkswagen Brand presented 5 new SUV – four of them as world premieres.
- Share of SUV is expected to double up to 40 per cent until 2020.
- Volkswagen Group China CEO Wöllenstein: „We want to realize the potential of the SUV segment, in the traditional part as well as the e-mobility sector. We expect a revitalization of the Chinese market especially because the sales tax was lowered.”

Shanghai/Wolfsburg, April 15th 2019 - Volkswagen plans an extensive model offensive in China. The brand will have doubled its SUV range by 2020. Volkswagen announced during the Auto Shanghai 2019, that the share of SUVs is expected to rise to up to 40 per cent. It is targeting the traditional part as well as the growing e-mobility sector. The Volkswagen brand presented five new SUV, four of them as world premieres. SAIC VOLKSWAGEN showed the T-Cross¹⁾ and the soon to be launched Teramont X²⁾, FAW-VW the SUV Coupé Concept²⁾ and SMV Concept²⁾. Besides the four models of the joint ventures the latest member of the ID. Family celebrated its world premiere: the ID. ROOMZZ²⁾.



Volkswagen Group China CEO Wöllenstein

Volkswagen is entering the second year of its *Move Forward* brand initiative in China. “Volkswagen is reinventing itself. We will become even more adventurous with the design and body styles of our cars, while at the same time bringing exciting technology and a choice of new energy vehicles,” said Stephan Wöllenstein, CEO of Volkswagen Group and Brand China. He expects the revitalization of the Chinese market especially after the sales tax was lowered.

WORLD PREMIERE: ID. ROOMZZ

Volkswagen is planning to introduce a range of new, electric-only vehicles from 2021 onwards in China: the ID. family. Starting with the introduction of a mid-size SUV, the ID. ROOMZZ previews a large-size ID. flagship SUV that will have its global launch in China, in about two years from now. The MEB vehicle architecture, with the battery pack included in the vehicle floor, results in abundant interior space, allowing for completely new seating configurations, and turning the SUV into a lounge on wheels.

WORLD PREMIERE: Teramont X

SAIC VOLKSWAGEN's Teramont X will be launched early summer in China. It offers customers a tough, 5-seater version of the extremely successful regular Teramont, with pleasing fastback styling.

T-Cross: attractive and functional at the same time

The T-Cross was launched on April 11 as the fourth SUV of SAIC VOLKSWAGEN. "Attractive new models like the T-Cross show how fast the Volkswagen brand is moving forward, addressing new, aspiring lifestyles and target groups," said Jürgen Stackmann, member of the Board of Management Volkswagen Brand for Sales, Marketing and After Sales.

WORLD PREMIERE: SUV Coupé Concept

Having recently fired up its SUV program with the successful T-ROC and Tayron, the SUV Coupé Concept will be FAW-Volkswagen's first coupé-styled SUV, combining avant-garde design, sporty proportions and outstanding performance.

WORLD PREMIERE: SMV Concept - an SUV with the 'M' of multi-purpose

The SMV Concept indicates a large-size SUV, measuring over 5.1 meters and a wheelbase close to 3 meters. It will be a true flagship for FAW-VW Volkswagen. "The SMV Concept is the most prestigious car in the history of FAW-VW Volkswagen," said Klaus Bischoff, Head of Volkswagen Design.

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¹⁾ T-Cross for chinese market. Vehicle is not for sale in Germany.

²⁾ Concept car

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About the Volkswagen Group:

The Volkswagen Group, with its headquarters in Wolfsburg, is one of the world's leading automobile manufacturers and the largest carmaker in Europe. The Group comprises twelve brands from seven European countries: Volkswagen Passenger Cars, Audi, SEAT, ŠKODA, Bentley, Bugatti, Lamborghini, Porsche, Ducati, Volkswagen Commercial Vehicles, Scania and MAN. The passenger car portfolio ranges from small cars all the way to luxury-class vehicles. Ducati offers motorcycles. In the light and heavy commercial vehicles sector, the products include ranges from pick-ups, buses and heavy trucks. Every weekday, 664,496 employees around the globe produce on average 44,567 vehicles, are involved in vehicle-related services or work in other areas of business. The Volkswagen Group sells its vehicles in 153 countries.

In 2018, the total number of vehicles supplied to customers by the Group globally was 10,831 million (2017: 10,741 million). The passenger car global market share was 12.3 per cent. In Western Europe 22.0 per cent of all new passenger cars come from the Volkswagen Group. Group sales revenue in 2018 totalled €235.8 billion (2017: €231 billion). Earnings after tax in 2018 amounted to €17.1 billion (2017: €11.6 billion).
