



PRESSKIT

ID. CROSS Concept World Premiere

Contents

In a nutshell

World premiere at the IAA: with the ID. CROSS Concept, Volkswagen is presenting a compact SUV for affordable electric mobility

03

In detail

The design

09



Media contacts



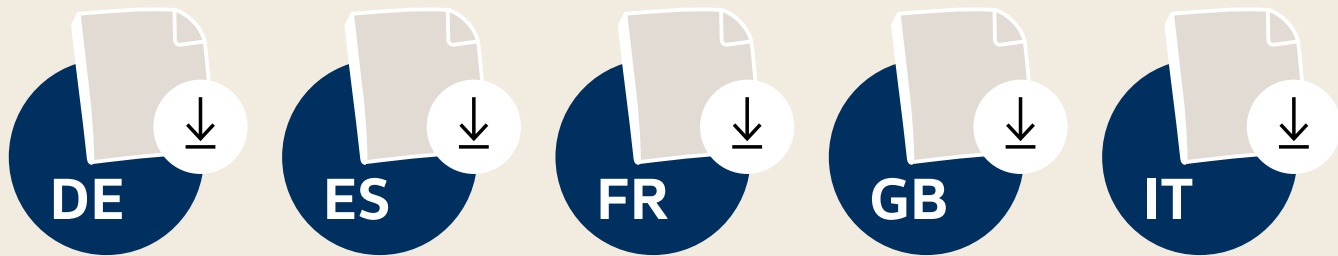
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Large selection

Volkswagen will offer four electric cars in the small car and compact segment in the future, which will be successively launched on the market from 2026

Pure Volkswagen

The ID. CROSS Concept follows a new design language and is intended to enhance the T-CROSS class

MEB+ with front-wheel drive

The next stage in the evolution of the electric drive modular assembly matrix is the key to building entry-level electric Volkswagens in Europe

World premiere at the IAA: with the ID. CROSS Concept, Volkswagen is presenting a compact SUV for affordable electric mobility

100 percent Volkswagen

Volkswagen, the largest supplier of electric cars in Germany and Europe in 2025, will be presenting an electric compact SUV at IAA MOBILITY in Munich (8-14 September): the ID. CROSS Concept¹. It is just as suitable for the city as it is for long journeys.

Thomas Schäfer, CEO of the Volkswagen brand, Head of the Brand Group Core, and member of the Group Board of Management: 'From the very beginning, my goal was to shape the best version of the Volkswagen brand of all time. The near-production concept car of the ID. Cross¹ demonstrates that we are now truly delivering – with a new design, many technologies only seen in higher classes previously, improved operability and quality – and, at last, again the 'right'

name. With this new Volkswagen generation, we are now delivering on our promises'.

Entry-level campaign – four new electric models

Following the ID.2 all¹, the ID. GTI Concept¹ (based on the ID.2 all) and the ID. EVERY1¹, the ID. CROSS Concept makes its debut as the fourth small electric concept car. The production versions of these new Volkswagen models will be on the market from 2026. 'The world premiere of the new ID. Polo¹ (production version of the ID.2 all) – is set for the first half of 2026. The ID. Polo GTI¹ will be presented shortly afterwards. Both models will be on show at IAA MOBILITY, still slightly camouflaged. Two legendary Volkswagen designations – Polo and GTI – will thus enter the world of electric mobility.

¹ Concept car





The final ID. CROSS will have its world premiere in the summer of 2026. The production version of the ID. EVERY1, which we will have with us in Munich, though still in concept car form, will be a highlight of 2027.'

All four new ID. models are part of a cross-brand product campaign of the Brand Group Core (SEAT & CUPRA, ŠKODA,

Volkswagen, Volkswagen Commercial Vehicles), as part of which the Group brands will launch new models in the entry-level segment of electric mobility. The Brand Group Core is making targeted use of synergies and economies of scale in order to be able to offer particularly attractive electric cars in Europe, both technically and in terms of price.

Pure and positive – iconic and likeable

The ID. CROSS Concept, in Urban Jungle Green, reflects a new, clear and likeable design language. Volkswagen Head of Design Andreas Mindt explains: 'We call our new design language 'Pure Positive'. It is based on our three design cornerstones of stability, likeability and secret sauce; it will cha-

racterise every new Volkswagen in the future. We rely on a pure and powerful clarity, along with visual stability and a positive, likeable vehicle personality. The lines and powerful surfaces on the ID. CROSS Concept are pure and clear. They shape an SUV that is a trend setter not a trend follower and one that transfers the brand's identity into the future.' The ID. CROSS Concept's positive personality is immediately



»A Volkswagen must be likeable, unmistakable and inspire with its character«



Andreas Mindt,
Head of Design



recognisable in areas such as the front and rear. With their graphics and 3D light signature, they give the impression that the car is 'smiling'. Andreas Mindt adds: 'A Volkswagen must be likeable, unmistakable and inspire with its character. That's why we deliberately evoke Volkswagen icons such as the Golf and the VW bus in the ID. CROSS Concept – on top, as a dash of 'secret sauce'. This can be seen, for example, in the charismatic C-pillars and the completely straight window line. Few volume brands in the world can draw on such a strong heritage. And that will always be in in our toolkit on our journey into the future.'

Compact – fits into any parking space

The SUV concept car on show at the IAA MOBILITY is 4,161 mm long with a 2,601mm wheelbase. The ID. CROSS Concept is 1,839mm wide and 1,588mm tall. This means that its size is similar to that of the current T-Cross. This does not, however, apply to the wheel/tyre combination on the concept car: The designers have developed a 21-inch alloy wheel specifically for the ID. CROSS Concept called Balboa. In cooperation with Goodyear, special 235/40 R21 tyres were designed for the show car, which continue the design of the rim in the tyre sidewall.

Big space – small dimensions

An innovative package makes the interior of the five-seater ID. CROSS Concept very spacious with an above-average boot volume of 450 litres. Additional space is provided by a storage compartment under the rear bench seat (38 litres) and a frunk (25 litres) under the bonnet. The unusual width of the vehicle and the airy design of the interior create a greater sense of space. On the one hand, the ID. CROSS Concept is perfectly tailored for urban use due to its compact exterior dimensions. At the same time, the compact SUV is an all-rounder suitable for families and friends, which also handles longer journeys with ease.

Interior oasis with a lounge-style ambience

The interior of the ID. CROSS Concept is designed as a feel-good oasis. It impresses with its outstanding material quality and feel, including fabric-covered surfaces. Pre-configured light, sound and climate modes (Atmospheres) transform the Vanilla Chai (a warm shade of beige) interior into a lounge that offers maximum comfort. Plant motifs on the screens and real plants in the visually floating centre console enhance the



feel-good effect. A further highlight is the specially designed seats in the concept car that can be folded down completely to create a reclining area in the style of a VW Bus.

Everything in sight and under control

The innovative cockpit landscape with its well-thought-out ergonomics and intuitive operation ensures focused attention while on the road. In the ID. CROSS Concept, Volkswagen has created a harmonious interaction between displays with intuitive menu structures, natural voice control and buttons for direct functions. The multifunction steering wheel with clear button control has been completely redesigned. The two central displays of the ID. CROSS Concept are arranged on a visual axis: the digital instruments (28 cm/11 inches) and the central touch display of the infotainment system (diameter: 33 cm/13 inches).

The next e-evolutionary step: MEB+

Technically, the front-wheel drive ID. CROSS Concept is based on the MEB modular electric drive matrix, which will be continuously further developed in the future with improvements to the MEB+, among other

things, in terms of engines, batteries and software. Kai Grünitz, Member of the Volkswagen Brand Board of Management responsible for Development, says: 'The MEB will have a new software generation from next year, which brings with it a noticeable functional enhancement of many systems for our customers. This further development of the Volkswagen-typical modular system brings functions to vehicles from higher vehicle segments, such as the further developed Travel Assist. The MEB+ is thus the technical key to being able to offer electric vehicles such as the production version of the ID. CROSS Concept and the new ID. Polo with above-average product characteristics at attractive prices'.

New drive system – made in Europe

The ID. CROSS Concept features a newly developed, state-of-the-art drive system. Two central modules are the electric drive motor including power electronics integrated in the front axle system and the high-voltage battery arranged flat in the sandwich floor. The electric drive motor in the concept car develops an output of 155kW (211 PS) and powers the front wheels. The WLTP range forecast for the new ID. CROSS Concept is up to

420 kilometres. Two other values are important for e-bike riders and fans of compact lifestyle camper vans: the ball coupling is designed for a drawbar load of 75 kg – enough to transport two e-bikes. The maximum trailer weight is up to 1,200 kg (braked, 8 percent gradient).



ID. CROSS Concept – technical data

Drive		MEB+, front-wheel drive
Power	kW/PS	155/211
Range	km (WLTP)	up to 420
Top speed	km/h (electronically limited)	175
Length	mm	4,161
Width	mm	1,839
Height	mm	1,588
Wheelbase	mm	2,601
Stowage capacity with five people on board	l	450+25 Frunk
Drawbar load	kg	75
Trailer weight (maximum)	kg	1,200 kg (braked, 8 percent gradient)
Wheels		235/40 R21



In detail the Design

GOOD TO KNOW

Charismatic

With its pure clarity and positive personality, the ID. CROSS Concept reflects the new Volkswagen design language 'Pure Positive'

100% Volkswagen

The clean, powerful design of the body surfaces of the ID. CROSS Concept clearly indicate: Designed by Volkswagen

New Volkswagen face

Likeable appearance and LED light signature with three-dimensional depth effect ensure an unforgettable look

Flying roof

The dark roof pillars form a homogeneous part of the cleanly surrounding window surfaces, making it appear as if the roof is floating

Iconic C-pillar

The solid roof pillar rises powerfully above the rear wheel and gives the SUV stability. It is a tribute to the Golf and VW Bus

3D light signature

Three-dimensional projections and narrow LED strips characterise the lights of the SUV rear end



Smart charging cradle

Placing the smartphone with the display facing downwards in the charging cradle reduces the information on the Volkswagen screens to the essentials

Like a small VW Bus

The interior as a place to relax: in Relax mode, the seats transform into a comfortable reclining area



With the ID. CROSS Concept, Volkswagen is taking its design into a new era

Volkswagen design for the modern era

The ID. CROSS Concept¹ reflects the new, clearly defined design language 'Pure Positive', and will characterise every new Volkswagen in the future. It is the pure clarity and positive energy of this evolutionary design language that Volkswagen chief designer Andreas Mindt and his team have transferred to the new ID. CROSS Concept. The style of the compact SUV is lightweight and easily understood – like everything that is executed with great skill. However, the implementation and execution reflect the fine art and understanding of enhancing the Volkswagen brand's design DNA over decades, constantly reinterpreting it and adapting it individually to a wide range of vehicles and segments. In the

case of the ID. CROSS Concept, this resulted in a charismatic SUV based on the three cornerstones of Volkswagen design – stability, likeability and secret sauce – with a clean and powerful design and very stable stance on its large 21-inch wheels. The front and rear sections in particular reflect the positive and thus likeable appearance typical of a Volkswagen. Some design elements are also a tribute to big Volkswagen icons. These include the shape of the C-pillars derived from the Golf and the louvres integrated in the upper area of a VW Bus or ID. Buzz – fine details that are the 'secret sauce' of the Volkswagen of tomorrow.

¹ Concept car



Front design

Clearly ID. CROSS Concept – clearly Volkswagen

The front design of the ID. CROSS Concept is completely independent both within the ID. Family and with regard to the current Volkswagen overall range, and impressively demonstrates two facts. Firstly, extremely distinctive vehicles are being created on the basis of the new Volkswagen design language. Secondly, despite being an entirely separate product, it is immediately clear that a Volkswagen brand vehicle is on the road. This ensures that Volkswagen will continue to offer vehicles with a design that is highly individual but still clearly recognisable as a Volkswagen, even in the future. This makes the world of Volkswagen more versatile and fascinating than ever before.

A new VW original

With its clear, flush and horizontal design, the front of the ID. CROSS Concept does not follow some trend, but is retained in the memory as the new and likeable face of a Volkswagen SUV. Particularly dominant

are the 'IQ.LIGHT – LED matrix headlights', which have a three-dimensional and likeable yet high-quality design in the style of eyes. Towards the rear pointing downwards, the headlights merge neatly with a wide LED light strip and the two completely closed and glass-covered crossbars above and below the VW badge. The LED strip meets exactly in the middle of the likewise illuminated VW logo. The clarity and stability of the front design are reinforced by the cleanly contoured surround of the high bonnet area above the headlights, typical of an SUV. This horizontal line is repeated below the glass-covered crossbar in the homogeneously designed bumper. The visual stability of the ID. CROSS Concept is also reinforced by the powerfully flared wings and wheel housings. The only two vertical elements in the front – one LED strip each in the outer area of the bumper – highlight the side boundaries of the SUV and give it an even stronger appearance on the road.



Authentic SUV design

Stylised underbody protection in Nature Black creates the finishing touch at the bottom, which is enhanced at the top by a crossbar in the aluminium shade Golden Dusk. With its pure design that has been pulled forwards slightly, this lower segment of the bumper is a fully functional element, as the matt and robust plastic material

ensures that the ID. CROSS Concept stays pristine – even in the event of parking bumps in the urban jungle. The front radar sensor (mid-range radar), surrounded by a delicate light strip on the outside, is integrated at the very bottom in the centre, while the air inlet openings for the air conditioning system form the borders at the side.



Silhouette design



Flying roof and roof rails

Like the body as a whole, the side section of the ID. CROSS Concept consistently follows the laws of the golden ratio used by Leonardo Da Vinci: a 1/3 to 2/3 split design. Objects, pictures and even cars that follow the principle of the golden ratio enjoy a particularly positive perception by the viewer. The upper third of the SUV silhouette is characterised by the flying roof, extending into

the roof edge spoiler and greenhouse (roof pillars and windows) below. The flying roof, which is painted in the vehicle colour Urban Jungle, protrudes significantly beyond the C-pillars via the roof edge spoiler. All roof pillars are painted in dark, high-gloss Nature Black, making the flat roof appear as if it is resting on them, or floating – a flying roof. Arranged above this are the Nature Black roof rails for transporting boards and skis. A small but intricate detail, almost like

a footnote: viewed from above, 'DESIGNED BY VOLKSWAGEN' can be read on the roof just in front of the transition to the roof edge spoiler – yet another statement.

A tribute to two Volkswagen icons

Particularly striking in the silhouette is the A-pillar which tilts flat towards the rear. The steep and slightly forward-facing C-pillar forms a contrast to this. At the same time,

the latter is a tribute to the VW Bus and the Golf, and therefore represents an iconic yet reinterpreted element. Take the VW Bus for example: since the vehicle's inception, the rear roof pillars on many versions of the VW Bus have had horizontal louvers. Originally integrated into the ventilation system, they have been part of the visual Volkswagen DNA since at least the debut of the ID. Buzz. In the ID. CROSS Concept, Volkswagen is now using them in an SUV for the first time.





The louvres not only form a stylish bridge to the ID. Buzz, but also lower the greenhouse's visual centre of gravity. At night, the outer edges of the louvres are illuminated. Now let's look at the Golf: the C-pillars extend downwards into the area below the window line and further into the robust wheel arches. The C-pillars rest on the wheel housings, thus exuding maximum stability. Together, the upper and lower parts of the C-pillars resemble the taut string of a bow – thus evoking the Golf. Form follows function: at the same time, this has enlarged the rear door openings and the access to the rear.

Linear and stable

The silhouette is divided into thirds by a straight window and character line: the upper third (roof and greenhouse) and the lower two thirds (painted door surfaces, wings and wheel arches). The line extends from the rear to the front, evoking design icons such as the Golf and the VW bus. This type of line also gives the body a high degree of visual stability in the silhouette. This reveals the monolithic and pure design of the side body surfaces, which curve outwards in the area of the doors, thereby unfurling their own power and emphasising the SUV's high quality. Ergonomically

designed and perfectly suited to the SUV character: the bar-shaped door handles.

Distinctive 21-inch wheel

A strong presence: the athletic flared wheel arches with robust plastic surrounds in Nature Black. If you look closely, you will discover a pattern consisting of light and dark squares on the wheel arches as a dash of 'secret sauce'. The wheel arches also lend the silhouette a high level of stability. They house newly designed 21-inch light-alloy wheels named Balboa. Five twin-spokes in the aluminium shade Golden Dusk each form the hub. The inner areas of the rims feature elements in Nature Black, which perfect the aerodynamics of the wheels with their striking grooved profile. In cooperation with Goodyear, special 235/40 R21 tyres were designed for the show car, which continue the design of the rim in the tyre sidewall. Integrated on the front passenger side above the front right wheel arch is the charging socket flap marked with a small electricity symbol. The SUV side sill panel stretches between the wheels. This is also a robust element in matt Nature Black, rising towards the rear, which propels the ID. CROSS Concept forward with unmistakable dynamism.



Rear and design



Twin tail light clusters in 3D look

The rear end of the ID. CROSS Concept is clean, stable and likeable in every respect. Here, the glass-covered LED light strip of the 3D tail light clusters and the structured area underneath, which is also fully in keeping with the horizontal design, create a particularly self-assured effect while retaining the likeability typical of a Volkswagen. The two 3D twin tail light clusters on the outer sides of the LED light strip form a stylistic link to the new ID. Polo¹. The Volkswagen logo is also illuminated here. The five narrow illuminated LED strips in the glass-covered crossbar and the four LED tail lights appear to float freely at the rear. At the bottom, the rear end is finished with a striking diffuser that extends into the boot lid and, like the front bar of the stylised underbody protection, comes in dark Nature Black. Here too, a bar in the shade Golden Dusk refines the robust deflector area. All of these elements together make the ID. CROSS Concept appear strikingly stable and strong on the road, even from this perspective.



Interior concept

An oasis of well-being

The interior team's goal was to create a place of relaxation with the ID. CROSS Concept. Take the control panel as an example: the function-oriented upper part has a very high-quality look and gives the interior stability in an otherwise minimised space. The ambient lighting enhances the floating look and ensures a calm feeling of well-being in the vehicle. This feel-good oasis is

emphasised by fabric-covered surfaces and a restful colour spectrum, reminiscent of nature. The dominant colour in the interior is Vanilla Chai, a light shade of beige. A bouclé yarn is used for the textiles – a fabric that, thanks to its fine, irregular loops, has a very soft surface in terms of both look and feel. The most well-known example of products made from bouclé are the iconic Parisian haute couture women's suits. In the case of the ID. CROSS Concept, the

fabric is called Daisy and its look, feel and colour scheme help to create a lounge-style ambience on board the SUV. In addition to the seats, the central areas of the door panels and the dash panel surface are enhanced by the bouclé fabric. A special topstitching called Marcy, inspired by the fashion world, graces the seats and gives them an exclusive, designer touch. Another highlight is a fabric piping, where the bouclé fabric is double-layered. In addition, textile-covered buttons have been included in the seats – elaborate details reminiscent of high-quality furniture that add a homely touch to the interior. Like this natural textile, the plastics used in the ID. CROSS Concept in the trim colour Vanilla Chai also indicate very high quality.

Surrounded by nature

Preconfigured light, sound and climate modes (Atmospheres) transform the interior into a relaxation zone. The basic atmosphere is created by background lighting in the area of the instrument panel, the centre speaker on the dash panel, the centre console as well as the doors and seats. On the other hand, plant motifs are projected on to the displays (instruments and



infotainment system). They repeat the theme of the visually free-floating centre console, whose semi-transparent side trim features real eucalyptus leaves as a new feature. Drivers and guests are thus surrounded by nature in the ID. CROSS Concept – physically and digitally. In addition, the centre console has been equipped with cup holders in the open front area, which can be used to hold modular inserts with plants and fragrance dispensers to further perfect and customise the natural atmosphere.



Everything in sight and under control

The innovative cockpit landscape with its well-thought-out ergonomics and intuitive operation ensures a relaxed atmosphere while on the road. In the ID. CROSS Concept, Volkswagen has created a harmonious interaction between displays with intuitive menu structures, natural voice control and buttons for direct functions. The multifunction steering wheel with clear button control has been completely redesigned. The two central displays of the ID. CROSS Concept are arranged on a visual axis: the digital instruments (28 cm/11 inches) and the central touch display of the Infotainment system (diameter: 33 cm/13 inches).

Enhanced ID. Light

The separate air-conditioning block with illuminated buttons for controlling the central air-conditioning functions is located below the infotainment system. The next level then transitions into the centre console, which appears to hover in mid-air. Among other things, this area features

inductive charging cradles for two smartphones and – within easy reach of the driver and front passenger – a multifunctional rotary pushbutton for controlling other vehicle functions. ID. Light has also been enhanced: this light function from the Volkswagen ID. models provides intuitively perceptible signals – for example, when navigating or in the event of danger. In the past, ID. Light extended over the dash panel in front of the windscreen. In the ID. CROSS Concept, the front doors are now also equipped with ID. Light – form follows function in the purest sense. The newly designed door release levers also show that form and function on board the SUV concept car are in perfect harmony. Integrated into the front door armrests, the driver and passenger automatically grasp the ergonomically designed handles and intuitively pull them upwards to open the doors. The door handles in the concept car are already largely in line with the 2026 production status. An indicator that shows that the ID. CROSS Concept is much more than just a concept car – it is a detailed insight into next year's Volkswagen world.





Turn your smartphone over to activate 'calm status'

With graphics in colours inspired by nature, the digital instruments and infotainment display add to the relaxed ambience in this electric SUV. To enhance this harmonious effect, the information displayed on both screens can be reduced to a minimum if necessary. And this is done in a completely new and intuitive way. It is an idea that came from everyday life: what do people do

almost automatically during a conversation or in a restaurant if they don't want to be disturbed by their smartphone? They mute it, of course. However, they also place the smartphone on the table with the display facing down. The UX designers (User Experience Designers) made use of precisely this automatic action in the ID. CROSS Concept: as soon as the driver places their smartphone in the inductive charging cradle of the centre console with the screen facing down, all vehicle displays switch to the restful 'calm

status'. At this moment, the information from the instruments and the infotainment system is reduced to the most important displays. The digital instruments now only display the current speed. All unnecessary widgets are also hidden on the infotainment screen. The background graphics of the displays – nature-inspired motifs – are now in the forefront. As the system takes into account the time of day and syncs with a weather app, graphic details such as a morning mood with sunshine, raindrops or

leaves gently waving in the wind can be seen there depending on the time and weather conditions. The ID. Light colour scheme and matching sound effects are also integrated. The digital world thus builds a bridge to the real world outside the ID. CROSS Concept. This harmony creates a particularly harmonious and relaxed overall atmosphere on board the Volkswagen SUV.



'Me time' in Relax mode

For longer breaks while on a journey, a Relax mode can be activated. Among other things, the concept car's specially designed seats are completely folded down to create a reclining area in the style of a VW Bus. All seat backrests are folded forward in this case. The rear panels of the backrests are made of a very soft material that is deliberately reminiscent of a very comfortable yoga mat. The Volkswagen design team have christened the moments of relaxation enjoyed in Relax mode 'me time'.



Space for travel

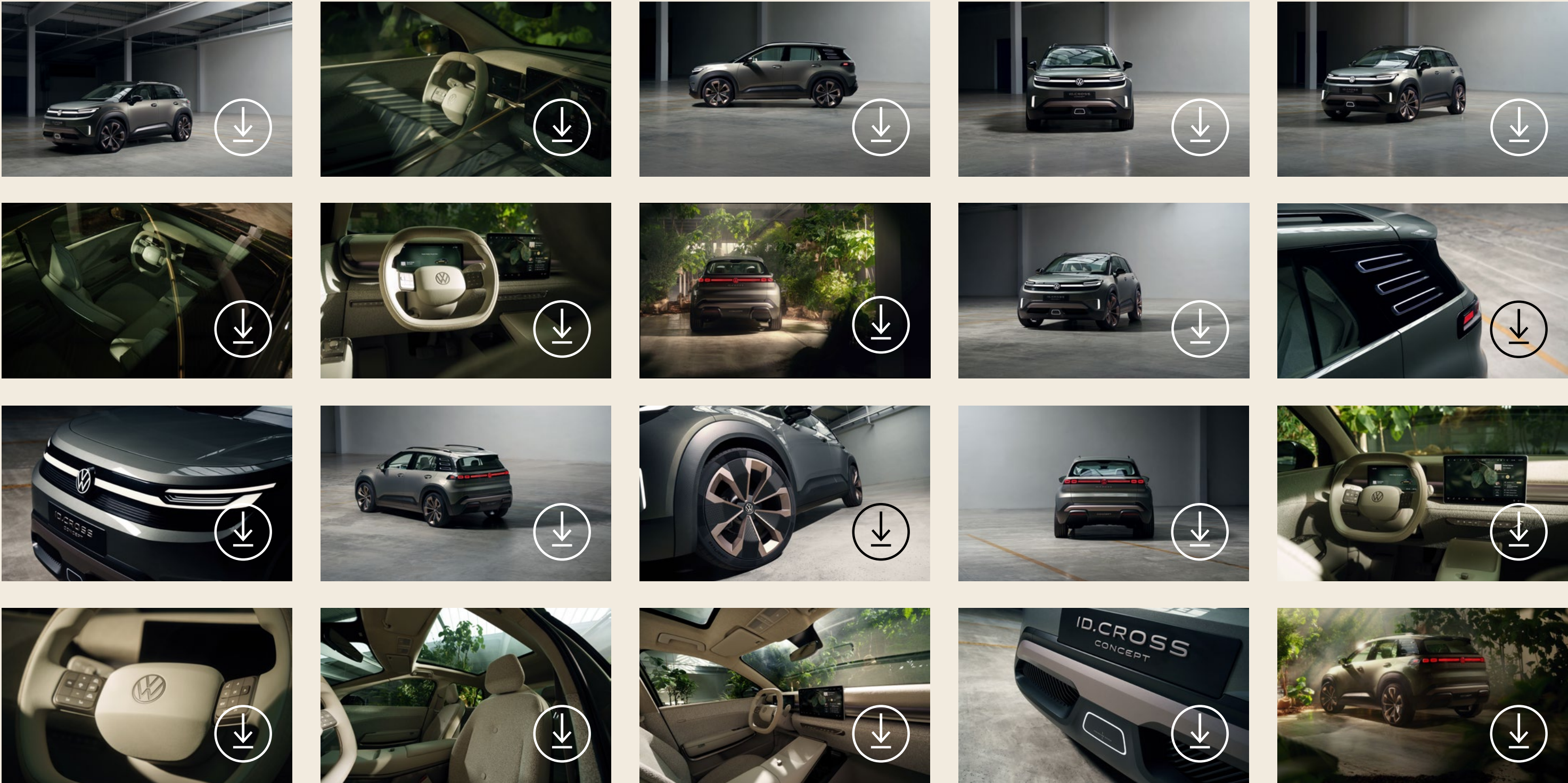
The innovative MEB+ package turns the interior of the five-seater ID. CROSS Concept into a veritable giant on the inside, in particular thanks to the striking spaciousness in the rear. For Volkswagen, the focus in this model was on making the electric SUV as versatile as possible. On the one hand, the ID. CROSS Concept is perfectly tailored for city traffic due to its compact exterior dimensions. On the other hand, the SUV is also an all-rounder suitable for family and friends, as it can handle longer trips plus luggage. The boot volume of the concept car is 450 litres. When the bonnet is open, another small luggage compartment with a load capacity of 25 litres opens up what is known as a "frunk", which can be used for the charging cable, for example.



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The specified consumption and emission values were obtained according to the legally required measurement procedures. On 1 January 2022, the WLTP test cycle completely replaced the NEDC test cycle and therefore no NEDC values are available for new type approved vehicles after that date. Where ranges are stated, the values for consumption and CO₂ emissions depend on the selected vehicle equipment.

The specifications do not refer to an individual vehicle and are not part of the offer, but serve only to permit comparison between the individual vehicle types. Additional equipment and accessories (additional components, tyre formats, etc.) can alter relevant vehicle parameters such as weight, rolling resistance and aerodynamics, affecting the vehicle's fuel consumption, power consumption, CO₂ emissions and driving performance values in addition to weather and traffic conditions and individual driving behaviour.

Due to more realistic testing conditions, fuel consumption and CO₂ emissions measured according to WLTP will in many cases be higher than the values measured according to NEDC. As a result, the taxation of vehicles may change accordingly as of 1 September 2018. For further information on the differences between WLTP and NEDC, please visit **<http://www.volkswagen.de/wltp>**.

Further information on official fuel consumption data and official specific CO₂ emissions for new passenger cars can be found in the "Guide to fuel economy, CO₂ emissions and power consumption for new passenger car models", which is available free of charge from all Volkswagen sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, D-73760 Ostfildern, Germany, and at **www.dat.de/co2**.





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