



Volkswagen

ID.

INSIGHTS

OUR JOURNEY INTO
THE AGE OF E-MOBILITY

KEYNOTE
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DRESDEN, SEPTEMBER 2018

We are at the beginning of a new automotive age!



- ▶ **Climate change** calls for modern solutions.
 - ▶ **Exhaust gas regulations** are fast-tracking change.
 - ▶ OEMs are gradually fulfilling the necessary **requirements for electrification**.
 - ▶ **The acceptance** of e-mobility among consumers is increasing continuously.
- ▶ **E-mobility is moving away from niche – towards mainstream product!**

The Volkswagen Group has launched the most extensive e-offensive in the entire automotive sector.



→ Goal: Electrification of the entire model portfolio.



▼ 2025

- 25% of the new Group vehicles will be powered solely by electricity
- 50 BEVs + 30 PHEVs.

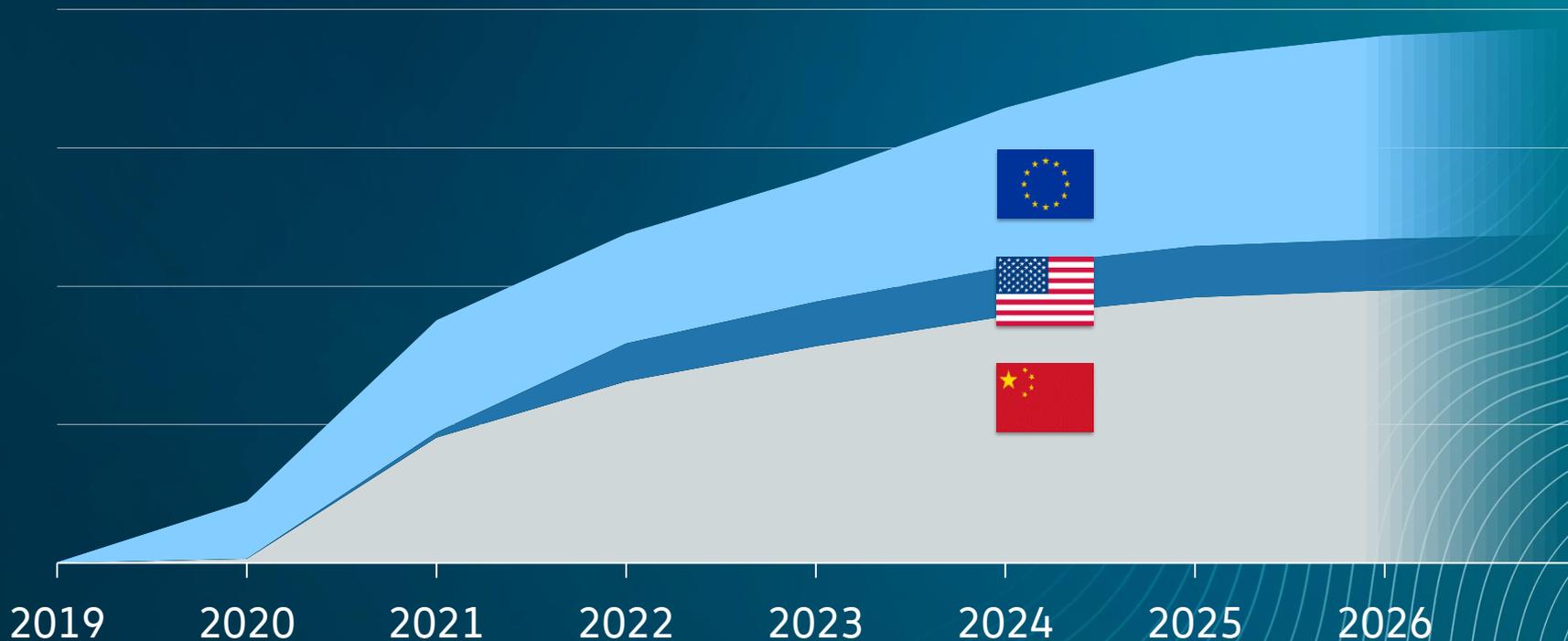
▼ 2030

- At least one electric version of each of the Groups > 300 models.

We will invest 34 billion euros in future technologies – and with that in the establishment of a global network of 16 e-locations.



10 million electric cars based on the MEB across all the brands in the first wave.



The e-offensive launched by the Volkswagen brand is based on three key strategic pillars.



1. Developing a completely new MEB product family...

...for the age of electromobility!



2. Consistently generating economies of scale...

...by continuing to pursue our platform strategy in the e-world of the future!



3. Networking hardware, software and services...

...for an entirely new experience of mobility!

Our mission: "Electric for All".



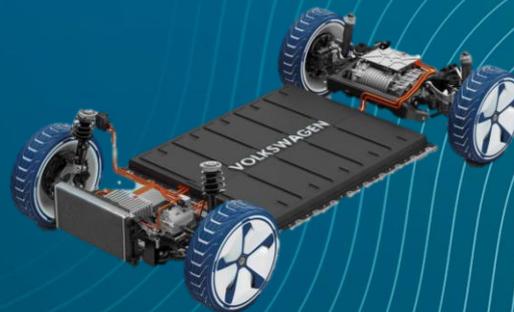
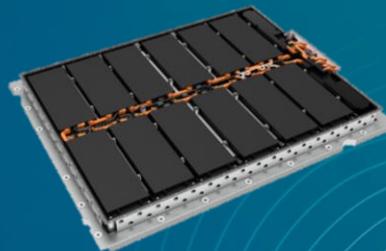
1. Concept car

The MEB is the economic and technological backbone of Volkswagen's transformation.

MQB



MEB



Technology based on simplified and cost-optimized battery systems.

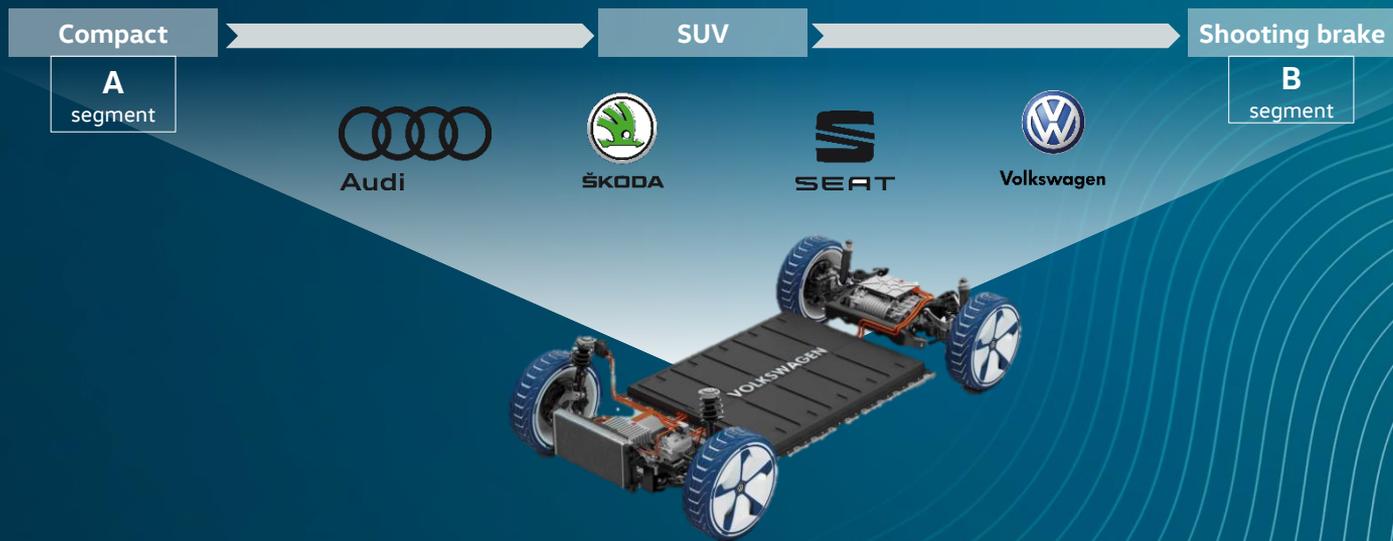
With the MEB we are raising the electric vehicle to a new level concerning range, space capacity and digital networking...



more than **550 kilometres**
Class-leading space capacity

Operating system **vw.OS**
Digital ecosystem
Updates over the air

The core of our e-strategy.



Volkswagen site in Zwickau, Saxony switches completely to MEB production.



Investments of 1.2 billion euros at the Zwickau site.

The Transparent Factory in Dresden: A site in transition.



March 2016



EOP
Phaeton

April 2017



SOP
e-Golf¹ (MQB)

March 2018



Second shift
e-Golf¹ (MQB)

100% Electromobility

¹ e-Golf (100 kW/136 PS) Electrical consumption in kWh/100 km: combined 12.7, CO2 emissions combined in g/km: 0, efficiency class: A+.

The basis of e-mobility.



ACCEPTANCE AND
TRUST



SUITABLE
INFRASTRUCTURE



FINANCIAL APPEAL

Automotive industry

POLITICS

Energy industry

In short: E-mobility is the gateway to the future of the automotive sector.



- ▶ E-mobility is moving away from the niche – and Volkswagen will drive it into the mainstream!
 - ▶ We are working toward resolving acceptance problems!
 - ▶ The Volkswagen brand will be a technology leader in the area of e-mobility!
- ▶ Volkswagen will build electric vehicles for millions – not just for millionaires!



Volkswagen

Thank you for your attention.