

The ID. EVERY1 – the progressive Volkswagen concept vehicle is a taster of the new electric entry-level model



At the IAA MOBILITY 2025, Volkswagen will be presenting the ID. EVERY1¹ to demonstrate what the electric Volkswagen entry-level model for 2027 could look like – a four-door vehicle developed completely from scratch for the 20,000-euro category. The front-wheel drive compact car is based on the latest development stage of the modular electric drive (MEB) platform: the MEB+. This design feature is shared by the ID. EVERY1 and the SUV concept vehicle presented as a world premiere at the IAA, the ID. CROSS Concept¹, and the new ID. Polo¹ and ID. POLO GTI¹. Both Polos will still be camouflaged for their appearance in Munich, as their official world premieres are planned for the coming year.



Volkswagen’s entry level goes electric

The ID. EVERY1 is the concept vehicle for an electric 20,000 euro Volkswagen, from Europe for Europe

Smart and flexible

Strong design, versatile interior and digital features make the standard version of the ID. EVERY1 attractive for private and commercial use

Electric evolutionary stage

The front-wheel drive ID. EVERY1 is based on the enhanced modular electric drive system – the MEB+

Always up to date

A powerful new software architecture enables lifelong updates and upgrades for the production model

¹ Concept car | ² Production-ready concept car

In brief

MEB+ with front-wheel drive

The concept vehicle is powered by a newly developed electric drive motor delivering 70 kW (95 PS). With a length of 3,880 mm, the ID. EVERY1 is positioned between the former up! (3,600 mm) and the new ID. Polo. (4,053 mm). Inside, it offers space for four people and a luggage compartment volume of 305 litres.



¹ Concept car

Powerful, confident, likeable

No matter what angle the new ID. EVERY1 is viewed from: it always looks powerful and confident. On the ID. EVERY1, it is the flared wheel arches above the 19-inch wheels and the sturdy C-pillar in the rear area that forcefully press the volume of the Volkswagen onto the road. In relation to its length and height, the vehicle is also comparatively wide. In combination with the very short overhangs, this creates a balanced and stable design. On the ID. EVERY1, the visual interaction with the owner is particularly pronounced via the headlights, which appear to ‘see’, and the tail light clusters. The lower areas of the bumpers at the front and rear also reveal a friendly smile.

Little giant

The four doors open up access to a new small car that is anything but small. The materials are a perfect example of this: the surfaces are pleasant to the touch and are finished in warm, friendly colours. In combination with the clear design and lounge-like seating, this creates a special feel-good atmosphere. Most of the fabrics are made from recycled materials such as PET bottles. The deliberately simple forms are effectively highlighted by high-contrast colours and arouse curiosity about the surface feel. Another example is the available space:

Inside, the concept vehicle offers just as much space as the current Polo from the world of petrol engines. The trick behind this is the new evolutionary stage of the modular electric drive (MEB) platform: the MEB+. Its front-wheel drive enables perfect space efficiency, especially in the small vehicle class.

Perfection down to the smallest detail

Horizontal lines characterise the clearly arranged dash panel. This is dominated in the centre by the central touch display for the infotainment system. The buttons for the interior temperature, seat heating and audio volume are located below this. The front passenger side of the dash panel is designed to be variable. A tablet can be



clipped onto a rail here. A shelf acting as a table can also be attached. A design highlight is the two-spoke multifunction steering wheel with flattened upper and lower sections. One of the characteristically smart interior details is the centre console. This not only serves as a centre armrest, but is also a multifunctional tool for all passengers on board, as it can be moved all the way to the rear on a rail.

Technical data for the ID. EVERY1 concept vehicle¹

Drive		MEB+, front-wheel drive
Power of the concept vehicle	kW/PS	70/95
Length	mm	3,880
Width	mm	1,816
Height	mm	1,490
Wheelbase	mm	2,539
Luggage compartment volume	l	305
Tyre size		225/40 R19