



## **The ID. LIFE**

**World premiere**

**Wolfsburg, September 2021**



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Note:

**This press release along with images and films about the ID. LIFE is available online at [www.volkswagen-newsroom.com](http://www.volkswagen-newsroom.com).**

**This vehicle is a concept car. The vehicle is not yet available for sale.**



The ID. LIFE – the highlights

## The ID. LIFE: Volkswagen presents vision of an e-vehicle for the small car segment

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### The highlights at a glance

- **ACCELERATE: Entry model with electric drive available in 2025**  
A whole two years earlier than originally planned, Volkswagen is launching the first model of the ID. Family for the small car segment. It will cost between 20,000 and 25,000 euros. The ID. LIFE gives an impression of how a vehicle of this type would look. The concept car combines sustainability with digitalisation and is therefore targeted at the needs of young target groups in terms of urban mobility.
- **Crossover reinterpreted**  
With muscular proportions, a clear-cut shape and reduced complexity, the ID. LIFE is a groundbreaking, sustainability-oriented reinterpretation of a crossover model with four doors, a large boot lid, a raised seating position and variable interior space. A removable air-chamber textile roof allows open-air driving pleasure.
- **Recycled materials inside and out**  
The extensive use of natural raw materials and recycled materials also contributes to the car's sustainable character: from tyres with a particularly high proportion of renewable and recycled raw materials, to real wood veneer and ArtVelours Eco made of recycled polyethylene terephthalate (PET).
- **Interior geared towards digitalisation**  
Cameras instead of mirrors, smartphone integration, touch surfaces on the steering wheel: the interior of the ID. LIFE is defined by intuitive digital operating functions. Its versatile adjustable seating and a retractable projection screen means it can be turned into a gaming and cinema lounge in no time at all.
- **First ever combination of electric motor and front-wheel drive in the MEB**  
A 172 kW (234 PS) electric motor drives the front wheels and accelerates the ID. LIFE from zero to 100 km/h in 6.9 seconds. The WLTP range is around 400 kilometres.

**Contact:**  
**Volkswagen Communications**

Jochen Tekotte  
Spokesperson Product Line E-Mobility  
Tel.: +49 5361 9-87057  
[jochen.tekotte@volkswagen.de](mailto:jochen.tekotte@volkswagen.de)



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In brief – the short version

## **The ID. LIFE: sustainable, innovative, timeless**

**Wolfsburg, September 2021.** With its ACCELERATE strategy, Volkswagen is making the sustainable mobility of tomorrow available to even more people. By 2025, a whole two years earlier than originally planned, Volkswagen is launching a model of the ID. Family for the small car segment. It will cost between 20,000 and 25,000 euros. The ID. LIFE, which is being presented at the International Motor Show IAA MOBILITY 2021 in Munich from 7 to 12 September 2021, gives an impression of how a vehicle of this type would look. The concept car of a compact, all-electric crossover model embodies sustainability, digital technology, timeless design and an innovative interior design. With its powerful proportions and pared-down style, the ID. LIFE is immediately recognisable as a futuristic concept for urban mobility.

**People-focussed.** The ID. LIFE was designed from scratch for sustainable mobility, an emotive driving experience and a versatile user orientation. Its puristic and timeless appearance is broadly appealing, its interior has a human touch focused on shared experiences, and its digital technology speaks directly to the needs of young target groups. Access to the vehicle is granted by means of a camera combined with facial recognition software. The interior can be transformed into a cinema or gaming lounge, thanks to a flexible seating landscape. Inductive charging trays for smartphones are integrated into the door pockets.

**Simple design.** The design of the ID. LIFE is strikingly clear, reduced and high-quality. Decorative elements and add-on parts are dispensed with, as is any complex mix of materials. The horizontal division between the body, glass surfaces and roof also contributes to the car's purist appearance. An individualised and removable roof made of air chamber textile lends an open-air feeling in the ID. LIFE, while also reducing the vehicle weight.



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**Natural and recycled materials.** The sustainable character of the ID. LIFE is reflected particularly intensively in the choice of materials and paint finishes. In the clear coat for the bodywork, wood chips are used as a natural colouring agent along with a bio-based hardener. This reflects the vision of using a recyclate for car body construction that possesses the potential to completely eliminate the need for an additional paint finish in future vehicles. The air chamber textile for the roof and front cover is made from 100% recycled PET bottles. Bio-oil, natural rubber and rice husks – among other substances – serve as the base materials for the tyres of the ID. LIFE. The interior combines FSC (Forest Stewardship Council)-certified wood for the dash panel and rear seat surrounds with ArtVelours Eco for the seat surfaces and door trims, and textile for the head restraints and door mirror pads. Used, shredded tyres give the rubber paint finish in the entrance area a particularly striking surface structure.

**Innovative digital operating concept.** Cameras and a display replace both the exterior and interior mirrors. The gear selection, turn signal, horn and windscreen wipers are all controlled via a touch panel on the hexagonal, open-topped steering wheel. The integration of a smartphone into the control system gives the driver convenient control of navigation, communication and infotainment functions, as well as providing access to all vehicle data online.

**City car with crossover character.** The expressive design, comfortable access, elevated seating position and exceptionally variable interior make the ID. LIFE the ideal vehicle for the urban mobility of the future. With its compact dimensions, excellent all-round visibility, a ground clearance of 190 millimetres and slope angles of 26° at the front and 37° at the rear, it is also well-equipped for off-road driving pleasure.

**Seating can be used as a gaming lounge.** At the same time, the ID. LIFE is a reliable companion for digital experiences of various kinds. In no time at all, its interior can be converted into a cinema or gaming lounge, for instance. A game console and projector are on board, too, while a projection screen that extends from the dash panel as required serves as



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the screen. Other devices can be connected as required to the 230-volt / 16-amp power supply in the interior. For this purpose, the front seat backrests are folded forward to serve as leg rests for the occupants, who can make themselves comfortable on the rear seat, which is moved into a reclining position. A comfortable surface to lie down on can also be created by folding down the front and rear seat backrests completely.

**Up to 1,285 litres of storage space.** A variable folding mechanism for the front and rear seat backrests enables versatile use of the interior. Storage space can be expanded or occupant comfort enhanced, according to requirements. The luggage compartment in the rear of the ID. LIFE has a volume of 225 litres, plus another 108 litres under the load compartment floor. When the rear seat backrest and front passenger seat backrest are folded down, the luggage compartment volume can be expanded to as much as 1,285 litres. An additional 68-litre storage space can be used under the air-chamber textile cover in the front area. Another space with a volume of around 8 litres is also available under a separate front panel for accommodating a charging cable. In addition to the charging connection for the high-voltage battery, there is also a power connection with 230 volts (16 A), which can be used to supply external electric devices.

**Electric motor drives the front wheels.** The ID. LIFE is based on a smaller variant of Volkswagen's modular electric drive matrix (MEB) that has been developed specifically for the small car segment. The power is provided by a 172 kW (234 PS) electric motor, which transmits its power to the road via the front wheels. This is the first time a vehicle based on the MEB has front-wheel drive. This principle underscores the flexibility of the MEB and enables particularly efficient use of the interior, with ample space for passengers and luggage in a compact surface area. The ID. LIFE accelerates from zero to 100 km/h in 6.9 seconds. Its high-voltage battery with an energy content of 57 kWh enables a range of some 400 kilometres according to the WLTP.

**Way to Zero.** Volkswagen is consistently pursuing its path towards fully electrified mobility. The ID. LIFE is now the eighth concept car based on



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Volkswagen's MEB. By 2030, the company aims to increase the share of all-electric models in total vehicle sales in Europe to at least 70 per cent and in North America and China to at least 50 per cent. The ACCELERATE strategy will further advance this transformation. The ID. LIFE underscores Volkswagen's intention to offer electric mobility in the high-volume small car segment as well, thereby winning over additional target groups worldwide. Volkswagen combines affordable electric mobility with advanced digitalisation, sustainable production and high quality standards.



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### The ID. LIFE – key aspects

#### **Exterior design – the shape defines the character**

**Crossover proportions reinterpreted.** The design of the ID. LIFE sets clear priorities in the areas of sustainability and digitalisation. The design shapes the very character of the five-door hatchback for the small car segment: muscular proportions and reduced complexity produce a reinterpretation of the appearance that is typical of crossover models in this vehicle class. The monolithically designed body has no decorative elements or add-on parts, and this in itself underscores the sustainable character of the vehicle concept. The clear structure of the exterior is also enhanced by the horizontal division between the vehicle body, glass surfaces and roof.

**Innovative air-chamber textile.** The front bonnet and roof consist of a two-layer air-chamber textile that is attached to the body with zip fasteners and can be removed as required. This innovative solution gives the ID. LIFE a distinctive design accentuation and includes the option of patterns and colour schemes that can be individually selected. The lightweight roof with its air chamber elements enables open-air pleasure in the style of a Targa model, not only providing weather protection but also reducing vehicle weight.

**Light panel on the front.** At the front of the ID. LIFE, a translucent surface takes up the space normally reserved for the headlights and radiator grille in conventional vehicles. In the day design, this surface features three circles in satin-finished glass and the connecting light line, which are distinctive for the brand and show a modern interpretation of the familiar Volkswagen face. The two outer circles, truncated at the top and bottom, comprise the parking light and daytime running light, while the centre circle accommodates the illuminated brand logo. In its night design, the functional lights in matrix LED technology are switched on additionally behind the translucent surface. The rear presents the same light graphics as at the front. Here the light source located centrally in the two outer circles performs the brake light function.



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**Harmonious design makes it likeable.** The rear view of the ID. LIFE is structured by horizontal lines. The design of the front section is repeated at the rear with the tail light cluster graphic and its arrangement on a backlit panel with the brand logo at the centre. The contours of the front and rear apron and also in the area of the side sills feature a matching trapezoidal shape that creates brand recognition and emphasises the harmony of the design. A character line running above the door handles suggests a playful lightness in the body design which results from a vibrant upward sweep in the rear door area. This gives the appearance of the ID. LIFE an exceptionally engaging, likeable character for a crossover model – with a pleasantly restrained aura that does without superficial ornamentation.

**Crossover concept with optimised aerodynamic properties.** Just like the closed front, the flush-integrated door handles also help reduce air resistance. The same effect is achieved by the cameras that take on both the position and function of the exterior mirrors. They automatically extend from the body as soon as the ID. LIFE is ready to go. 20-inch light-alloy wheels in a clear, flat and therefore aerodynamically optimised design, together with discreetly flared wheel arch surrounds, give the impression of a solid car body standing firmly on the road.

### Interior design – plenty of room for digital life

**Clear shapes, discreet colours.** The principle of a design reduced to the essentials also results in innovative solutions in the interior of the ID. LIFE. The design and choice of materials are based on a modern furniture design and are deliberately limited to a small number of variants. A frame of closely contoured real-wood veneer – with the grain following the contour of the component – encloses both the dash panel and windscreen, as well as the rear seat and rear window. The symmetry of the two wooden surrounds creates a harmonious visual effect. The calming, home-like atmosphere is also enhanced by the matching look of the seat surfaces and door trims in ArtVelours Eco and the colour Mistral, along with decorative stitching in



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Ceramique. The head restraints and door mirror pads are uniformly finished in a discreetly structured textile.

**Accents in purple.** A dark rubber paint finish in the entrance area and an anthracite-coloured high-pile carpet as a floor covering round off the clearly defined colour and material concept for the interior of the ID. LIFE. A few purposefully positioned colour accents are added in the form of pull loops, decorative stitching and graphic symbols in purple.

**Multifunctional interior.** The variable seating landscape in the ID. LIFE provides space to suit the occasion. Everything is possible – excursions for four, transporting long objects, online gaming, relaxing and even sleeping. The high-pile carpet underscores the home-like character of the interior. The rear seat backrest can be moved into a more reclined position for relaxing, allowing the occupants to sit in a particularly comfortable position. The backrests of the front seats can also be folded fully forwards. The interior of the ID. LIFE then transforms into a comfortable cinema or gaming lounge. It can even be used as an overnight accommodation. To make this possible, the rear seat backrest is folded all the way back, resulting in a comfortable lying surface when the front seat backrests are folded forwards.

**Innovative fold-up cinema seats.** Thanks to its great variability, the interior of the ID. LIFE can also store large sports equipment such as surfboards and other items up to 2.25 metres long. An innovative way to use the ID. LIFE for transport tasks is the fold-up cinema seat concept. The rear bench seat can be positioned vertically so that bulky objects can be loaded through the rear doors and stowed transversely behind the front seats. Other options for storing small and medium-sized items include the 108-litre storage compartment under the luggage compartment floor and the 68-litre storage compartment under the front cover of the ID, which is made of air-chamber textile, just like the roof of the ID. LIFE. A storage volume of 8 litres is available under a separate front panel, which can be used to accommodate the charging cable. In addition to the charging connection for the high-voltage battery, there is also a power connection



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with 230 volts (16 A), which can be used to supply external electric devices.

### **Sustainability – clear focus on recycled materials**

**Consistent reduction.** With its purely electric drive, purist design and the choice of materials used in the exterior and interior, the ID. LIFE represents a holistic sustainability concept. Its body is defined exclusively by the basic shape of a five-door hatchback model. Like the three-way division of body, passenger compartment and roof, the materials of the exterior comprise just three components, which are also clearly distinguished visually. The ID. LIFE deliberately dispenses with add-on parts or any complicated mix of materials – not least in the interests of later recycling.

**Resource-saving surface treatment.** The clear finish on the bodywork includes the use of recycled wood chips dyed blue, adding a particularly attractive visual facet to the white base colour, along with a bio-based hardener. This reflects the vision of a recyclate for car body construction that has the potential to completely eliminate the need for a paint finish in future vehicles.

**Bonnet and roof made of air chamber textile.** The air-chamber textile for the bonnet and roof features a distinctive diamond pattern and is made entirely of recycled PET bottles. It can be connected to the body without additional bracing and derives its stability from a fixed air pressure.

**Tyres with a significant content of sustainable materials.** The tyres for the ID. LIFE are made from, among other things, a blend of sustainably produced and transparently sourced natural rubber, silica from rice husks, vegetable oil, vegetable resins and recycled rubber. This material composition, with a 37 percent share of renewable and recycled raw materials, is specially optimised for rolling resistance (EU label A). In addition, the tyres generate particularly low noise emissions – both factors that contribute to the sustainable character of the ID. LIFE.

**FSC-certified wood and recycled PET.** The interior of the ID. LIFE does not use any conventionally manufactured plastic. Instead, the focus is on



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natural and recycled materials. The wooden surrounds for the dash panel, windscreen, rear seat and rear window are made of FSC (Forest Stewardship Council) certified raw material. The ArtVelours Eco used for the seat surfaces and door trim is made of 71 per cent recycled PET bottles and shredded T-shirts. The stitching used in the purple decorative seams consists of 100 per cent recycled PET. Used, shredded tyres serve as the key ingredient for the rubber paint finish that gives the entrance area its distinctive texture.

**The ID. LIFE as a flexible energy storage system.** The vehicle concept of the ID. LIFE not only includes a variable space concept but also a flexible energy management system. With the models of the ID. family, Volkswagen is also pursuing the vision of integrating the vehicle in the domestic energy cycle as well as the power grid. In the medium term, they will offer the capability for bidirectional charging. This means that not only can the high-voltage battery be charged with energy from the power grid: it can also feed this energy back into the house (vehicle to home) or into the power grid (vehicle to grid) as needed. Based on flexible electricity rates, this technology also offers users the opportunity to reduce their energy costs.

### Operation – reduction creates innovation

**Central control panel on the steering wheel.** In terms of operation, high-tech is applied with the primary purpose of making driving and spending time in the ID. LIFE as straightforward and comfortable as possible. Its interior is completely free of switches, buttons or controls of the conventional kind, making it an oasis of simplicity in the midst of an increasingly complex world. The hexagonal and open-topped steering wheel of the ID. LIFE features a touch-sensitive control panel with touch surfaces to control key driving functions such as gear selection, turn signals, horn and windscreen wipers. Another touch surface is integrated in the wooden surface of the dash panel surround – directly next to the steering wheel. Light functions and basic climate control functions are activated here.



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**Digitally networked.** By using an app together with the Volkswagen ID, the user's mobile phone is fully integrated into the operating system of the ID. LIFE according to the principle "Bring your own device". This allows fine-tuning of the ventilation and climate control settings as well as operation of the navigation, communication and infotainment functions as required. The menu is selected via a separate touch panel on the steering wheel or alternatively via voice control. The display is a head-up display that projects the required functions onto the windscreen of the ID. LIFE in the driver's immediate field of vision.

**Cameras replace mirrors.** The combination of digital technology and purist design also ensures straightforward interaction between the ID. LIFE and its users in a number of other ways. Access to the vehicle is granted by means of a camera integrated in the B-pillar combined with facial recognition software. After the user has been identified, the door handle on the driver's side extends. Just like the exterior mirrors, the interior mirror is replaced with a camera system. The images it generates are shown on a 9-inch display in the upper part of the dash panel.

**Door pockets with inductive smartphone charging function.** Touch surfaces embedded in the door mirror pads are used to open the doors from the inside as well as to lower and raise the side windows. The door trim also features flexible pouches with purple piping that can hold mobile phones – and inductively charge them.

**Retractable projection screen.** The variable seating landscape of the ID. LIFE can be easily transformed into a cinema or gaming lounge. The game console and projector are integrated in the ID. LIFE's multimedia system. The action can be followed on a projection screen that extends from the upper part of the dash panel on demand via smartphone control or by means of a panel in the roof frame and covers the entire windscreen. The speakers of the audio system are invisibly integrated under the fabric surfaces of the head restraints and door mirror pads. The "Bring your own device" principle applies to the rest of the infotainment programme, too. Personal devices can be connected to the multimedia system of the ID.



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LIFE and supplied with power via a 230-volt (16 A) socket in the interior. Individual content is then displayed on the projection screen. This allows it to be used as a cinema screen or as a large screen for surfing the internet. A camera is installed in the centre of its upper frame section, allowing occupants to take selfie shots which can instantly be shared online with friends and family.

### **Drive – all-electric front-wheel drive in the MEB for the first time**

**Electric motor with an output of 172 kW (234 PS).** The ID. LIFE is based on a smaller variant of Volkswagen's modular electric drive matrix (MEB) that has been developed specifically for the small car segment. It is the first all-electric Volkswagen on the MEB platform to transmit its drive power to the road via the front wheels. Front-wheel drive opens up additional potential for highly efficient use of interior space in a compact surface area. The front-mounted electric motor in the ID. LIFE generates a maximum output of 172 kW (234 PS), accelerating the compact five-door model from a standstill to 100 km/h in 6.9 seconds.

**A range of approximately 400 kilometres.** In the underbody of the ID. LIFE there is space for a high-voltage battery whose energy content of 57 kWh enables a range of approximately 400 kilometres according to the WLTP. Thanks to modern charging technology, the range of the ID. LIFE can be increased by up to 163 kilometres within ten minutes when stopping at a DC charging station en route.



### The technical specifications of the ID. LIFE

Technical basis:	Modular electric drive matrix (MEB) – small
Status:	Concept car

#### Body/vehicle interior

Length:	4,091 mm
Width:	1,845 mm
Height:	1,599 mm
Wheelbase:	2,650 mm
Tyres:	235/45 R20
Luggage compartment volume:	410 to 1,285 litres
Through-loading length:	2250 mm
Ground clearance:	190 mm
Angle of slope:	front: 26°, rear: 37°

#### Drive system / range / driving performance

Drive:	MEB eco front-wheel drive
Electric motor (PSM) / Output	172 kW / 234 PS
Maximum torque	290 Nm
Battery capacity:	57 kWh
Range (WLTP):	Up to 400 km
Charging capacity:	Up to 163 km/ 10 min
0-100 km/h:	6.9 s
Top speed	180 km/h