



# TRUE Volkswagen

Media Workshop

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1. ID. Polo, ID. Cross, ID.3 Neo, ID. Polo GTI, ID.3 GTI –near-production concept vehicles.  
These models are not yet on sale
2. All prices and equipment details apply to the model range offered in Germany.  
Details may differ in other countries.
3. Golf GTE – Combined weighted energy consumption 13.0–12.7 kWh/100 km plus 1.4–1.3 l/100 km;  
combined fuel consumption with discharged battery: 5.4–5.3 l/100 km; combined weighted CO<sub>2</sub> emissions  
31–30 g/km; combined weighted CO<sub>2</sub> class: B; CO<sub>2</sub> class with discharged battery: D
4. Golf GTI – Combined energy consumption 7.3–7.0 l/100 km; combined CO<sub>2</sub> emissions 166–160 g/km; CO<sub>2</sub> class F

# TRUE Volkswagen

## True Volkswagen – the core virtues of Volkswagen as the key to success

### KEY ASPECTS

- **True Volkswagen** – ID. models offer quality, value, functionality, spaciousness and technologies at the level of higher vehicle classes
- **Portfolio expansion** – with the ID. Polo<sup>1</sup>, ID. Cross<sup>1</sup>, ID.3 Neo<sup>1</sup>, ID. Polo GTI<sup>1</sup> and ID.3 GTI<sup>1</sup>, electric mobility from Volkswagen will become more varied than ever before
- **Attractive pricing** – the ID. Polo will be available at prices starting from EUR 24,995<sup>2</sup> and will therefore offer very good value for money
- **Pure Positive** – the new ID. models are the first Volkswagen models to reflect the new, clear design language
- **From Europe for Europe** – Volkswagen is offering high-quality and affordable electric vehicles thanks to the latest generation of the modular electric drive matrix (MEB) as well as synergies within the Brand Group Core

### IN BRIEF

**The start of something new.** Volkswagen has developed a brand-new portfolio of small and compact electric vehicle models in Europe and for Europe. Affordable electric vehicles for city life or weekend breaks, for commuting to work and heading off on holiday. Good value for money, a new design language, visible and tangible quality, technologies at the level of the next higher class and intuitive operation are factors that are common to all Volkswagen electric vehicles. The new models are called the ID. Polo, ID. Cross, ID.3 Neo, ID. Polo GTI and ID.3 GTI. They mark the start of a new era: True Volkswagen. At the heart of it all is a focus on our intrinsic strengths with the aim of bringing electric mobility to the masses with innovative and affordable Volkswagen models, made in Europe, for Europe.

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**Volkswagen core virtues as the key to success.** Before the Volkswagen brand embarked on its journey into the future, the brand had to realign itself by answering the question: What really makes a Volkswagen special? The answer? For decades now, Volkswagen has been the largest car manufacturer in Europe thanks to its wide product range, high quality standards, high level of technical expertise as well as its timeless, clear design and intuitive operating concept. The secret to this success: Volkswagen updates many product lines over generations – and continuously impresses with new technical features and high reliability. In addition, a high recognition value in the design and established model names such as Polo, Golf or Passat ensure an emotional connection to the products.

New models in the various segments – from the up! small car up to the Touareg in the luxury class – have been added and strengthened the overall image of the company in the public eye. Over the decades, the brand's own labels such as GTI, GTE<sup>3</sup>, TDI or R convey common sense or also driving pleasure, thus lending the brand additional character.

Thomas Schäfer, Member of the Volkswagen Group Board of Management since July 2022, CEO of the Volkswagen Passenger Cars brand and Head of the Brand Group Core: "In 2022, we took a clear decision in the Brand Board of Management: we were going to sharpen up the Volkswagen brand and once again consistently focus on our core virtues. Because it is precisely these virtues that are at the core of our brand – they are the key to our customers and to the future of Volkswagen. We call this realignment "True Volkswagen". Starting in 2026 with the debut of the new ID. Polo, new ID. Cross and new ID.3 Neo, we are launching the first electric product lines that reflect this new Volkswagen philosophy and will enrich the small car and compact class."

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## **True Volkswagen focuses on three aspects:**

**Aspiration – the leadership role.** Thomas Schäfer: “Our aspiration at Volkswagen is clear: we want to deliver results at the highest level and not be second or third. Our goal is to be the leader among high-volume manufacturers – also in the comparison tests of the international media. We have democratized mobility over decades with reliable models, precise driving dynamics, continuous technical innovations and high quality. Based on exactly this aspiration, we will now also make electric mobility affordable and thus a part of everyday life for more people than ever before.”

**Excitement – fascination in every class.** A Volkswagen vehicle has to excite. This only works through consistently customer-oriented thinking and action. The new ID. models deliver technical perfection, a clear design, tangible and visible premium quality and a spacious interior. Equipment, operating convenience, look, feel and material quality ensure a 100 per cent Volkswagen feeling. The new Volkswagen models reflect the newly developed Pure Positive design language. They stand for the art of developing the brand’s design DNA over decades, reinterpreting it and adapting it to the spirit of the times.

**Modular toolkits – the technical basis for success.** The Volkswagen Group has spent the past few decades developing and continuously refining a cross-brand concept of technological platforms. In electric mobility, the modular electric drive matrix (MEB) is of fundamental importance. The latest development stage is the MEB+, which will make its debut in Volkswagen’s ID. Polo, ID. Cross and ID.3 Neo models. It is precisely this technical foundation that has enabled the brand to add features that would otherwise not be financially viable for these vehicle classes. Technical progress is no longer introduced in the product lines only from top to bottom, but also the other way round. One example of this revolutionary process is the next generation of the Connected Travel Assist system – for the first time, the system now automatically stops the vehicle at red traffic lights. The ID. Polo, ID. Cross and ID.3 Neo will be the first Volkswagen models to be fitted with this system.

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Kai Grünitz, Member of the Volkswagen Brand Board of Management responsible for Development, says: "There are surprising details in the new technology matrix. They represent that certain something that sets Volkswagen apart and that we are proud of."

## A HOST OF INNOVATIONS

**Six new electric models this year.** The focus on True Volkswagen has led to an entirely new range of electric Volkswagen compact models. The ID. Polo, ID. Polo GTI, ID. Cross, ID.3 Neo and ID.3 GTI will make their debut on the world stage in 2026. And there will be new additions to the mid-size class, too: Volkswagen will also present the new ID.4 in 2026.

**The original turns 50 and two new GTIs are in the starting blocks.** The Golf GTI<sup>4</sup> celebrates its 50th birthday in 2026. This special anniversary year will also be the debut year of the first all-electric GTI models: the new ID. Polo GTI and ID.3 GTI. Both GTI models will be part of the compact electric model range in the future. The new ID. Polo GTI will be launched first in the fourth quarter of 2026. The new ID.3 GTI will follow in the first quarter of 2027.

## BRAND GROUP CORE

**Exploiting synergies.** Dr Erwin Gabardi, Head of Product Management and Strategy for the Volkswagen brand and the Brand Group Core: "2026 is the year of the Electric Urban Car Family. We are launching four different models from three strong brands. They were developed together, are based on one platform and make use of one modular toolkit, while at the same time being clearly differentiated in terms of design, positioning and customer promise. We have made the most of our multi-brand collaboration, and the models show that scaling and high synergies do not mean compromise, but instead affordable electric mobility and the democratisation of features from higher segments."

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The Brand Group Core (BGC) has achieved a new technical level for electric entry-level models in Europe through consistent use of synergies and economies of scale – between the Volkswagen, Volkswagen Commercial Vehicles, SEAT/CUPRA and Škoda brands. The cross-brand collaboration in development, production, procurement and finance creates affordable, high-quality and clearly differentiated electric vehicles on a common MEB+ architecture, without compromising on efficiency or brand identity.

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