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'Volkswagen We' – Mobility services

Note:

This press kit as well as images and videos on 'Volkswagen We' are available online at:
www.volkswagen-media-services.com. User ID: VolkswagenWe. Password: WEiaa2017#.

All specified data apply to the model range offered in Germany. Details for other countries may vary.



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In brief

'Volkswagen We' – Volkswagen mobility services' digital platform

With 'Volkswagen We', Volkswagen is developing from a pure car manufacturer into a provider of mobility services

New and existing online services and apps will from now on be bundled under the name 'Volkswagen We'

80 million 'Volkswagen We' users expected by 2025

Key facts in overview

- **'Volkswagen We':** In future Volkswagen will be bundling its mobility services in the 'Volkswagen We' eco-system.
 - **Millions of users:** In 2025, it is anticipated that 80 million users will use 'Volkswagen We' services.
 - **'Volkswagen Car-Net':** Even now, 2.6 million Volkswagen drivers are already online via 'Volkswagen Car-Net'.
 - **'VW Connect':** As a retrofit solution for Volkswagen models from model year 2008 onwards information and services can be accessed via smartphone.
 - **'We by Volkswagen Park':** Cashless parking ticket payment by app. Augsburg, Berlin, Hamburg, Cologne, Potsdam and Wolfsburg are participating already.
 - **'We by Volkswagen Deliver':** The car's luggage compartment becomes the delivery address for online orders. 'We Deliver' has begun as a trial in Berlin.
 - **'We by Volkswagen Commerce':** In future 'We Commerce' can provide drivers with personalised offers and recommendations.
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'Volkswagen We' – The matrix of mobility services

In the future, Volkswagen will be bundling all digital services and apps on the 'Volkswagen We' services platform. The result is an innovative matrix of Volkswagen mobility services. The background to this is that Volkswagen is increasingly developing from a pure car manufacturer into a provider of mobility services. 'Volkswagen We' consists for the one part of the already familiar 'Volkswagen Car-Net'. That includes 'Security & Service' (for example, automatic emergency call), 'Guide & Inform' (for example, online traffic information), 'e-Remote' (for accessing and controlling electric and hybrid models' information and functions) and 'App-Connect' (integration of various Apple and Android smartphone apps).

Secondly, over the coming months and years the 'Volkswagen We' spectrum will be greatly expanded through the addition of new online services and apps. These include innovative developments such as the 'We Park' online parking system already being offered in an initial six German cities. It enables cashless payment of parking charges via app. With just a click, the parking period can be flexibly started and ended or extended at any time. For users of 'We Park' penalty tickets for exceeding the parking time and the search for change for the meter are now things of the past. 'We Park' has been developed not just for Volkswagen customers, but for all motorists. In addition to this, the future and wholly new online services and apps include 'We Deliver' (the Volkswagen's luggage compartment becomes the delivery address), 'VW Connect' (access to all sorts of different vehicle information via an app, including as a retrofit version for older Volkswagen models) and 'We Commerce' (individually configurable information on commercial offers).

The examples of 'Car-Net' and 'We Park' show that even now Volkswagen is more than purely a car manufacturer. In similar fashion to, for example, today's makers of smartphones, Volkswagen is no longer supplying just the hardware – the car. It is also providing the services and software solutions



in order to offer all sorts of different online services and apps in a digitally connected world. And this offering will in future be significantly expanded. By 2025 there are expected to be around 80 million users of 'Volkswagen We'. To use some specific services Volkswagen has developed the 'Volkswagen User-ID'. Their 'Volkswagen User-ID' will enable customers in future to utilise numerous services using just one login. In the near future it will also be possible via the 'Volkswagen User-ID' to transfer individual, personalised vehicle settings (e.g. climate control, sound and/or seat settings) online to other Volkswagen vehicles, such as a hire car or a company car used by several people. 'Volkswagen We' is the key to the new, digitalised world of services and infotainment.

More details at: www.volkswagen-we.com



Key aspects

'Volkswagen Car-Net'

2.6 million vehicles already go online using 'Car-Net', which is now available for practically every Volkswagen. The provision of information of every kind, services such as 'Breakdown Call' and online traffic information, plus the integration of smartphones and tablets are all made possible by 'Volkswagen Car-Net'. The services and apps are now just as much a standard vehicle feature as the infotainment system. The 'Car-Net' spectrum includes 'App-Connect', 'e-Remote', 'Guide & Inform' and 'Security & Service'.

'App-Connect': Via 'App Connect' it is possible to connect the infotainment systems of the 'modular infotainment matrix' (MIB) to various apps and the media library of current Apple and Android smartphones. That is done via the digital interfaces 'MirrorLink®' (Android), 'Apple CarPlay™' and 'Android Auto™' (Google).

'Security & Service': The 'Security & Service' package is relatively new. 'Security & Service' gives the driver access to assistance in a wide range of situations. The main functions include services such as 'Emergency call service', 'Automatic accident notification', 'Breakdown call' and 'Service scheduling' (scheduling service with the service garage). In addition, 'Security & Service' provides functions such as checking whether the car is locked and whether the lights have been switched off. Anyone with inexperienced drivers in the family will appreciate the 'Area alert' and 'Speed alert' features. Both services notify the vehicle owner of any unauthorised occurrences. Another useful feature is the 'Online anti-theft alarm'. If an attempt is made to break into the car, the Volkswagen sends you a warning message by push notification to the Volkswagen Car-Net app or a notification by email.

Specially for Volkswagen models with electric or hybrid drive systems, such as the e-Golf, Golf GTE or Passat GTE, 'Security & Service' additionally includes the 'e-Manager'. Using this service it is possible to control



functions, such as the start of battery charging or for the auxiliary heating, via smartphone or the 'Volkswagen We Car-Net Portal' on the Internet.

'Guide & Inform': 'Guide & Inform' allows you to use a wide range of online services. These include the 'Online point of interest search', 'Online destination import', 'Route import', 'Filling stations' and 'Parking spaces' features (in each case with the latest information on prices and opening times), details of 'Charging stations' (for electric and plug-in hybrid models) and 'Online traffic information'. Also available depending on the infotainment system fitted are 'Online point of interest' searching via voice control, 'Online map updates' and 'Online Gracenote' (loading track information and album covers).

More details at: www.volkswagen-carnet.com

'VW Connect'

One new development is 'VW Connect', a system available as an accessory that Volkswagen will be offering for many older and practically all new VW brand models. 'VW Connect' enables users to access all sorts of different vehicle information and to utilise services such as an electronic logbook. 'VW Connect' is made up of a smartphone app and a hardware module (DataPlug), which you plug into the on-board diagnosis interface. App and module correspond with each other via Bluetooth. Plug and play in the truest sense. The DataPlug and smartphone app make basic connectivity services possible for millions of Volkswagen vehicles from model year 2008 onwards. 'VW Connect' is already available in a first few European countries, with the launch in Germany planned for mid-2018.

Once the module is plugged in, the app or a web portal can be used to access a huge array of vehicle information. This includes, for example, upcoming services, the fuel level in the tank, the digital logbook as mentioned above, information on driving style, the car's current location and a tank monitor as a cost control function. Refuelling, for example, is automatically recognised.



A complete summary is thus created of all filling station stops, fuel consumption, monthly fuel costs and even the cost per journey. Meanwhile, the logbook function automatically records the start and end of each journey, including time, odometer reading, route and addresses. The records can be output later as a PDF. In the event of a breakdown or accident, you can also make direct contact with the Volkswagen Service Hotline or breakdown assistance service.

More details at: www.vwconnect.com

'We by Volkswagen Park'

The 'We Park' service shows how much easier the new 'Volkswagen We' services make motoring. All you have to do is to download the app of the same name from the Apple Store or Google Play Store. Then it's one-time registration via the app or at park.we-vw.com and you're good to go. The app identifies your location via GPS and automatically shows the price for parking in the zones concerned. Charges are only incurred for the time the car is actually parked, as the parking time is started and ended with a click via the app. Just drive to the parking zone, start the parking time via the app and then end it later; charging is done on a cashless basis. A small sticker on your windscreen (which you can download from the internet and print out or have sent to you free of charge) shows that you are participating in the cashless parking scheme with 'We Park'. Searching for change, feeding parking machines, overpaying and parking fines are all now things of the past! By means of a reminder function, users can define the period after which they would like to be automatically sent a notification about their current parking. The app also notifies the user if the parking is automatically ended. This happens as soon as the maximum parking duration for the respective parking zone is over or the end of period to which parking charges apply has been reached.



'We Park' was launched in spring 2017, initially in Berlin. Since August, cashless parking with 'We Park' has also been possible in Augsburg, Hamburg, Cologne, Potsdam and Wolfsburg. Further cities will follow. In the future, multi-storey car parks will also be incorporated and vacant parking spaces shown online. The charge for the service is a flat rate per transaction of 15 per cent of the parking fee (minimum: €0.39). This gets debited together with the parking fee (via monthly billing).

More details at: www.park.we-vw.com

'We by Volkswagen Deliver'

The interactive car is becoming the interface for ever more areas of life not only digitally, but also as hardware. For example, 'We Deliver'. Users of this service will in future have packages ordered online delivered directly to their car. 'We Deliver' is being trialled as part of a pilot phase with the partner DHL from September 2017 to April 2018 in Berlin. With this service, the car's luggage compartment becomes the delivery address. The car's position is given with the order. The courier then uses GPS data to pin down the location of the freely accessible parked car within a radius of 300 metres and is given one-time, secure access to the luggage compartment. Making deliveries, however, is not all that can be done this way! 'We Deliver' also enables returns and franked parcels to be collected by the courier.

When making the online purchase, the user gives their previously registered 'Car ID' and the position of the vehicle as the 'Delivery address'. During the pilot phase orders can be placed with Amazon, Allyouneedfresh, Outfittery, Alternate, Fashion ID and Music Store. When placing their order, the user specifies a two-hour window during which DHL can deliver the item concerned as a car luggage compartment delivery.

This delivery service works via a technical solution integrated within the Volkswagen, which enables the luggage compartment to be opened without a key. On the day of the delivery, the DHL employee is given a once only



ability to open the luggage compartment using their mobile device. The courier firm subsequently confirms the successful delivery and the closing of the luggage compartment. The DHL employee is then no longer able to open the luggage compartment until the next time they make a delivery. Drivers living in Berlin can apply to join the 'We Deliver' pilot project at www.deliver.we-vw.com. Applicants must be aged at least 21 and have held a driving licence for more than a year. Participants are provided with a Polo pre-fitted with the appropriate technical equipment free of charge for a period of four weeks.

More details at: www.deliver.we-vw.com

'We by Volkswagen Commerce'

Volkswagen and partner IBM are currently developing 'We Commerce'. Drivers opting in will be proactively notified by 'We Commerce' of recommendations and offers. The driver will receive the notifications via the infotainment system and/or their smartphone. 'We Commerce' utilises a self-learning system. Two examples: the car registers the fact that the fuel in the tank has fallen below a certain level. In this case, 'We Commerce' could indicate that a given filling station has a promotion running offering a free car wash when you fill up there. As 'We Commerce' can also analyse the date and time, it would be equally possible for the app to give shopping recommendations ahead of an upcoming weekend.

The cooperation agreement between IBM and Volkswagen is initially for a period of five years. Jürgen Stackmann, member of the Volkswagen Brand Board of Management: "The aim of the five-year agreement between Volkswagen and IBM is to develop personalised digital services for the driver and thus to actively shape the trend of increasing connectivity between vehicles and drivers." For this purpose Volkswagen is consciously welcoming external partners such as IBM.



Dirk Wollschläger, IBM General Manager Global Automotive Industry, added: "Within the framework of the partnership we will work closely with Volkswagen in order to bring more intelligence into digital mobility services and to provide for faster implementation of new ideas through agile software development." Wollschläger continued: "Our aim is to establish an open market place for developers that gives them the opportunity to build a common digital platform. Volkswagen will benefit here from our many years of industry expertise, our Cloud-based mobility services, our AI-based Watson technologies and our digital design know-how."

First of all, however, the driver has to agree, so that some of their selected data may be used. Following this agreement, offers will be shown at relevant moments based on vehicle, contextual and analytical data. Where the form of the offer enables it, the customer can then have further information displayed and make purchase decisions. The user can also rate the offers, so that by self-learning the cognitive logic of 'We Commerce' gets a better understanding of their preferences. Where the offer has a purchase option, direct orders can be placed and paid for via credit card details stored with 'We Commerce'.