



# Dr. Silke Bagschik

Head of Sales and Marketing, Product Line E-Mobility  
"E-Mobility – ID.3"

2<sup>nd</sup> ESG Convention of Volkswagen Group  
DRIVE Volkswagen Group, Berlin, September 20, 2019

---

Something must be done !

**We want to lead the way**

# The most consistent electric offensive of the automotive industry.

- > **70+** New all-electric models by 2028
- ~ **30** € billion of investment by 2023
- ~ **22** million vehicles by 2028
- 18** e-locations worldwide, of which 8 MEB
- ~ **1** € billion for battery cell production
- ~ **250** € million for charging infrastructure

## 1. Wave



Mission E  
Cross Turismo



MEB Entry  
Family



e-tron GT



ID. Buzz



ID. Vizzion



Vision E



ID.3



e-tron Sportback  
concept



Taycan



e-tron

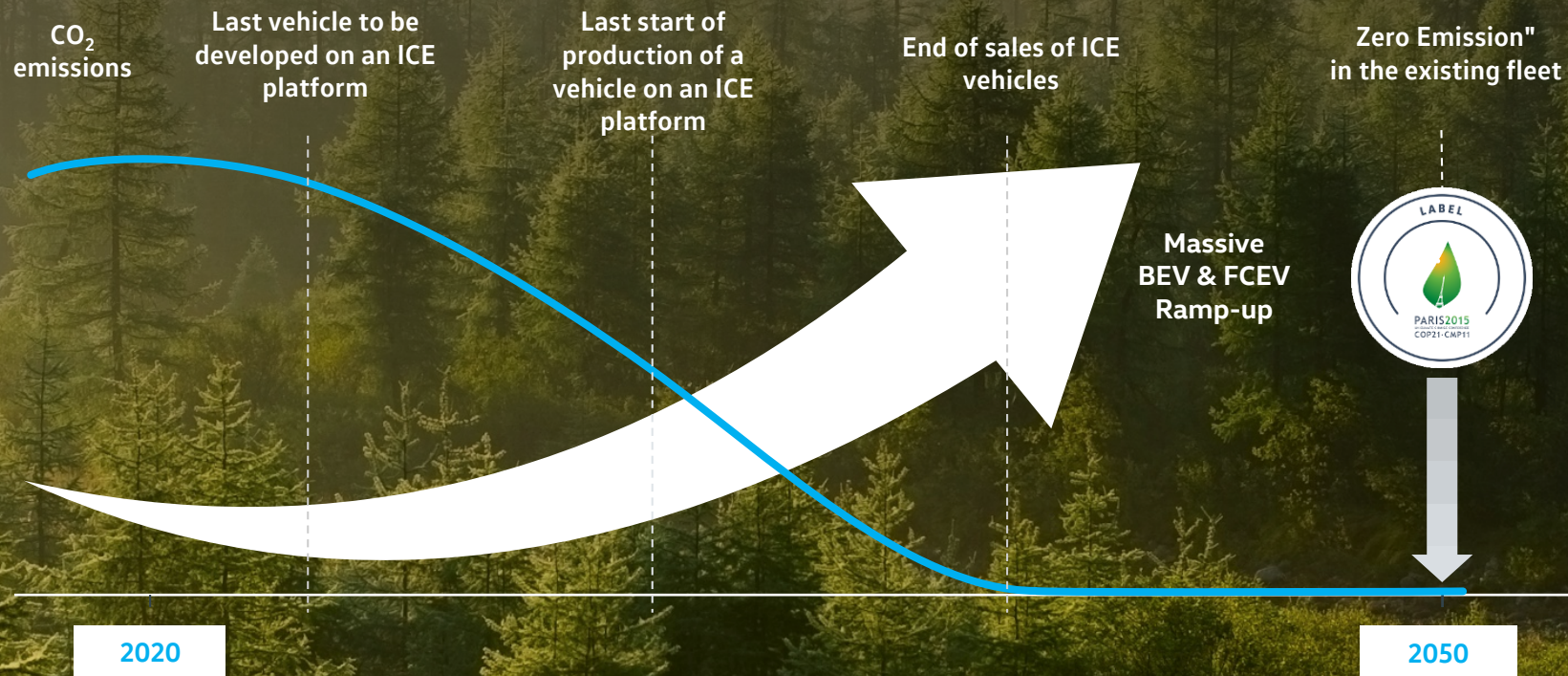


ID. Crozz





# The Change happens now!





# Emission free mobility for all



VDO-1 ePlaybook  
Version 1.0

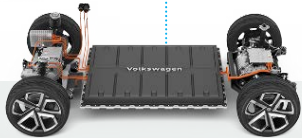
**ID e-manifesto clip. About 2 minutes**





# Volkswagen e-Mobility | scalable, attractive, future-proof, for everyone

## Scalable



Consistent development of economies of scale by making our platform strategy available to the e-world!

## Attractive



Development of a completely new product family created for the age of electro mobility!

## Digital



New holistic customer experience around charging, billing, trip planning, security ...

## Holistic

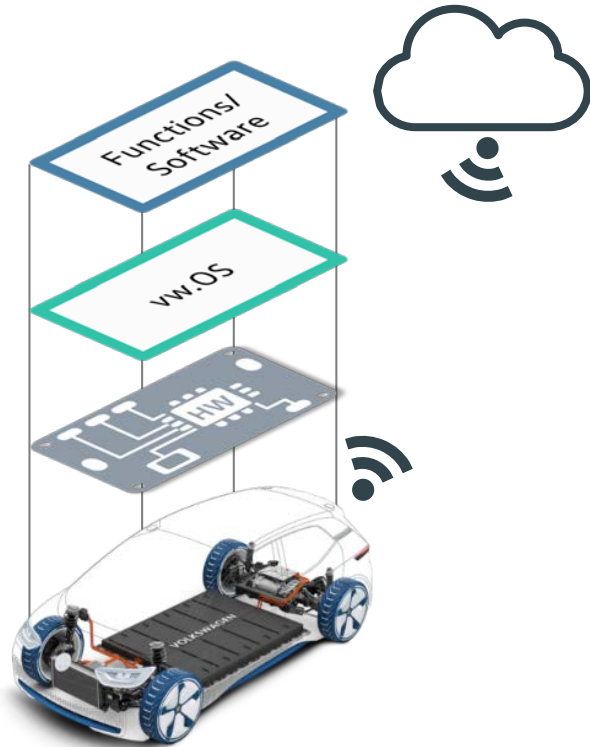


New business areas as business opportunities for manufacturers and retailers around e-mobility e.g. charging infrastructure, green electricity etc.!

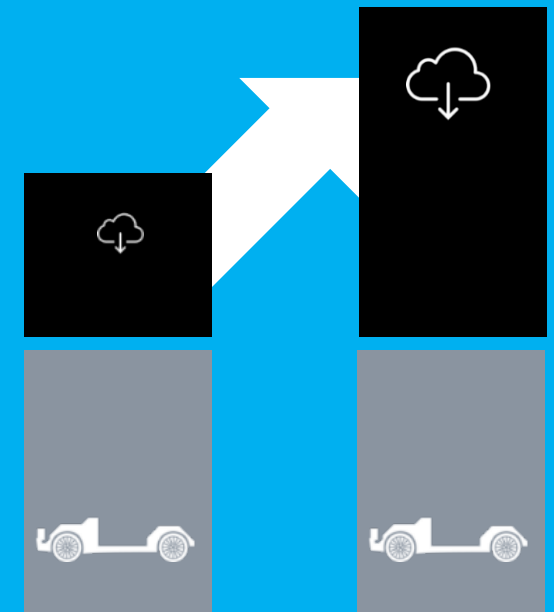


## Connectivity and Software stack

Conditions for the new customer-centric business model



## From a car manufacturer to a mobility service provider



Today

Tomorrow





# ID.3

As compact as a Golf, as agile as an up! with the interior of a midsize car and the punch of a GT!



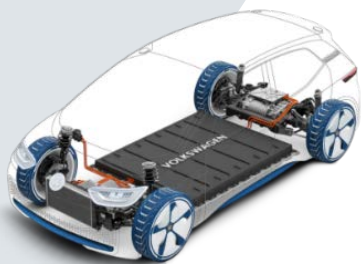
Prices from 30.000 €  
minus government support in some countries

Range  
330-550 km (WLTP)

Net CO2 neutral  
delivered to customer

MEB technology:  
founder of the ID. class





## WLTP Ranges | New standard for tailor-made mobility

**45** kWh\*



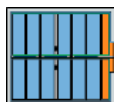
Up to 330 km

**58** kWh\*



Up to 420 km

**77** kWh\*



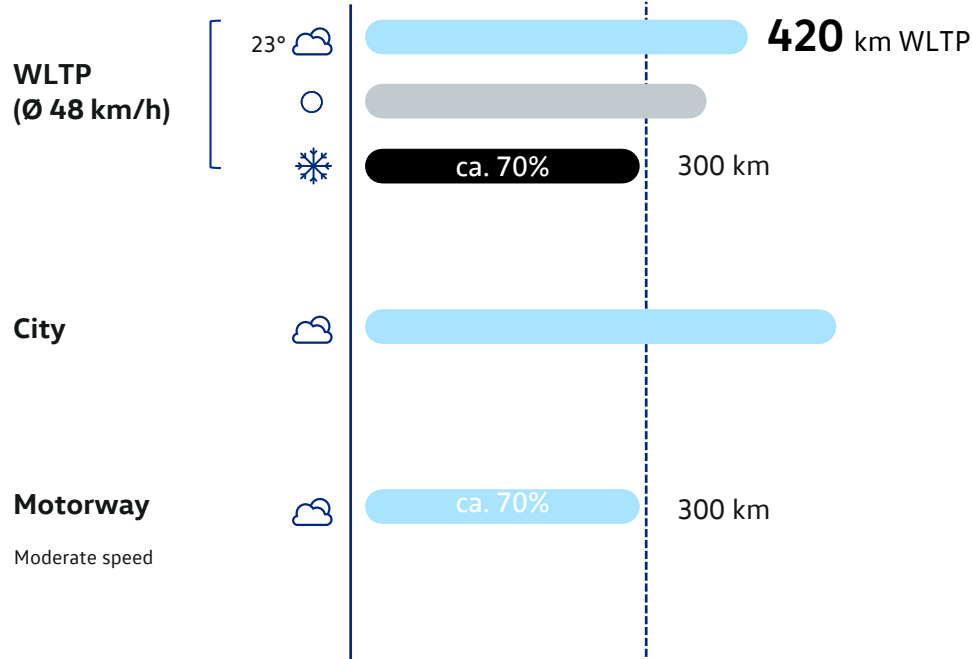
Up to 550 km





# Range in comparison

Standard (WLTP) vs. Real world conditions based on 58 kWh \*



The actual range differs depending on driving style, speed, use of comfort/side consumers, outdoor temperature, number of passengers/load, and topography.

The mentioned range is expected to reach 80% of our customers on average per year. The lower limit of the range also covers journeys at moderate motorway speeds as well as journeys at low outside temperatures in winter.

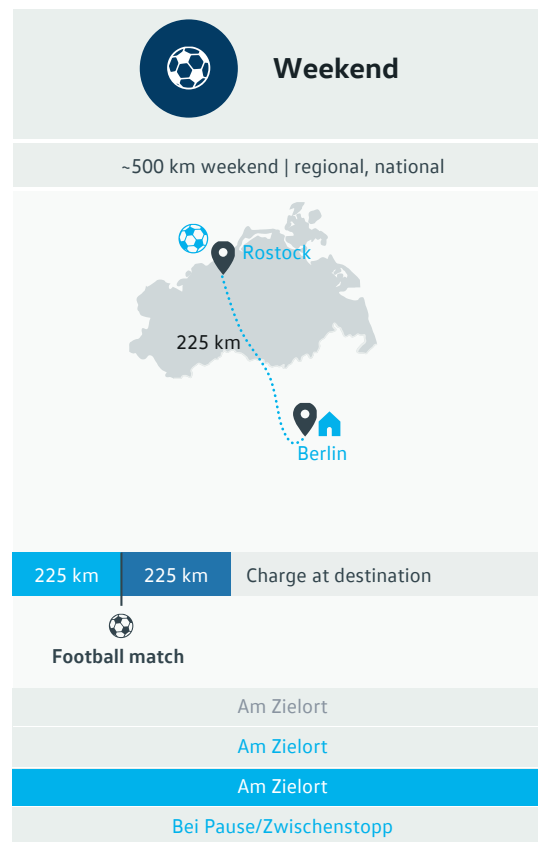
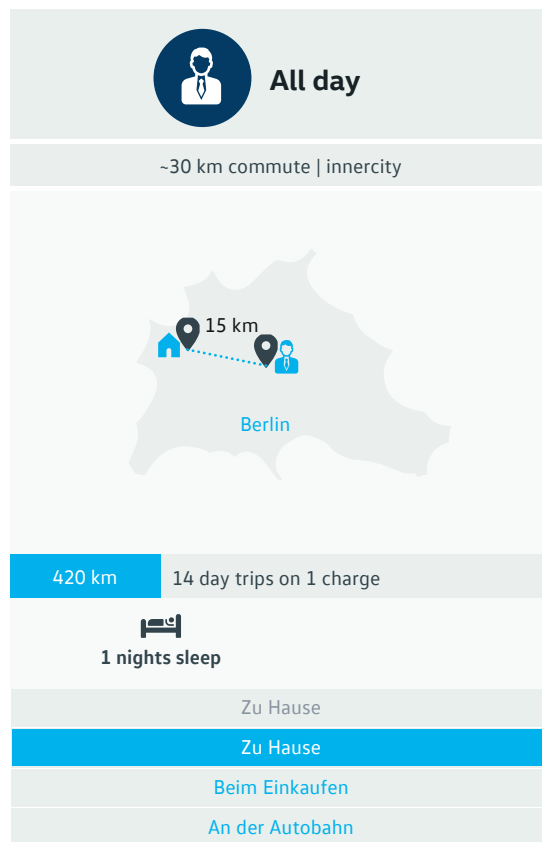


Heat pump or air conditioning, fan, driving light, radio, navigation, heated seats (winter)

# Electromobility : for work and play!


\*Idealisierte Darstellung  
– Realwerte können  
abweichen

2,3 kW
11 kW
50 kW
100 kW





To maximize the climate impact of MEB we are open to share it to other car manufactures as well

**1**  Large range


**2**  attractive costs

**3**  maximum security


**4**  robustness and availability

**5**  worldwide use



**8**  designed for fast charging

**7**  high performance

**6**  long lifespan



**Beyond ID**





# Beyond ID: The ID.3 is delivered CO2 neutral and impacts the CO2 emissions of the automotive supply chain

Supply chain

Production

Handover

0 CO<sub>2</sub>

100 % green energy in battery cell production

100 % renewable green energy in the Zwickau factory

The ID.3 is delivered with 0 CO<sub>2</sub> caused to the customer



## Beyond ID: We deliver CO2 neutral and motivate to use green energy



CO2 neutral on lifetime with "Volkswagen Naturstrom" (via Elli or partners all over EU)



Supports swift to green energy overall since "Volkswagen Naturstrom" offers services for household use also

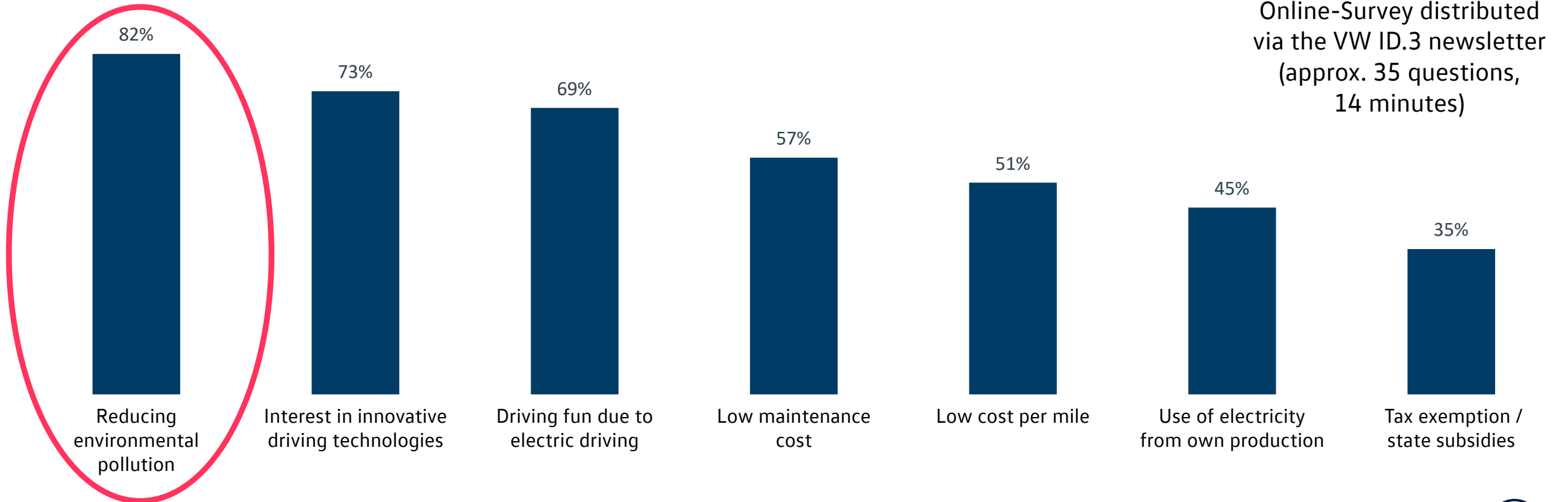


Selection of charging stations powered by green energy via Volkswagen charging app



## Beyond ID: Environmental protection, an innovative technology and fun-to-drive are the main motivational factors to drive electric among pre-bookers

### » Interested in electric vehicles because...





Freedom to move. For a better life.  
Volkswagen.

“We enable individual mobility for all and preserve  
the environment for our children.”

— Jürgen Stackmann





**NOW YOU CAN !**

