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VW Brand China Update

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Recap | Key messages in China Capital Markets Day 2024

- 01 Drive further **BEV transformation** with **strong ICE business**
- 02 Capture & extend **core customer groups** with **complimentary brand categories**, while addressing all **major profit pools** with **comprehensive EV portfolio**
- 03 Accelerate **ICV transformation** via 'in China for China' **partnership** and own **local solutions**, esp. leveraging on one **zonal E/E architecture** for all BEV from 2026
- 04 Reach **cost parity** with local cost leader via **China Main Platform**

3 JVs concepts unveiled delivering on the promises made with the ID. CODE in design, tech and commitment to Chinese customers

2024 BJAS

NEW BRAND DESIGN DNA

A MANIFESTO OF SHARED
VISION WITH CHINESE
CUSTOMERS



ID. CODE



2025 SHAS



ID. AURA



上汽大众
SAIC VOLKSWAGEN

ID. ERA



大众安徽
VOLKSWAGEN ANHUI

ID. EVO



Launch from 2026

Solid overall results in 2024 with share gained in ICE market

2024 key results



3 phases to accelerate ICV transformation and reach our target picture by 2030; we are now in the transition phase to 2026

2024-2025

Stabilization

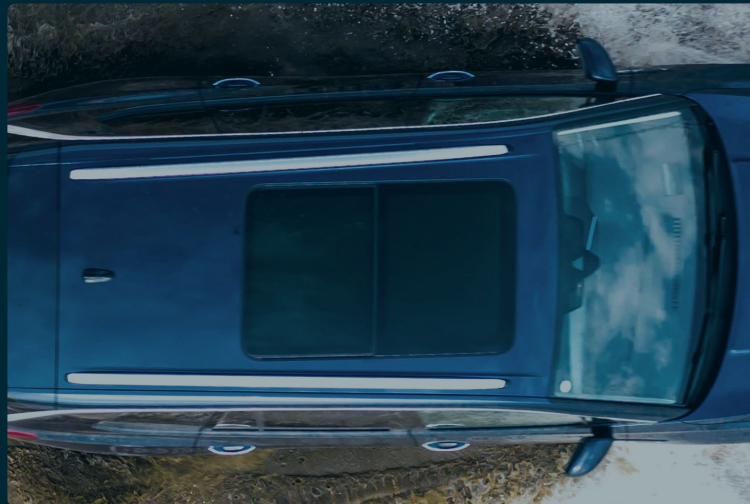
- ✓ New generation of smart ICEs
- ✓ New BEV brand category
- » Push forward 'In China, for China' & get ready for new NEV generation



2026-2028

New growth

- » Comprehensive & competitive BEVs
- » Competitive hybridization
- » One zonal E/E architecture



2029-2030

Target

#1
international
brand

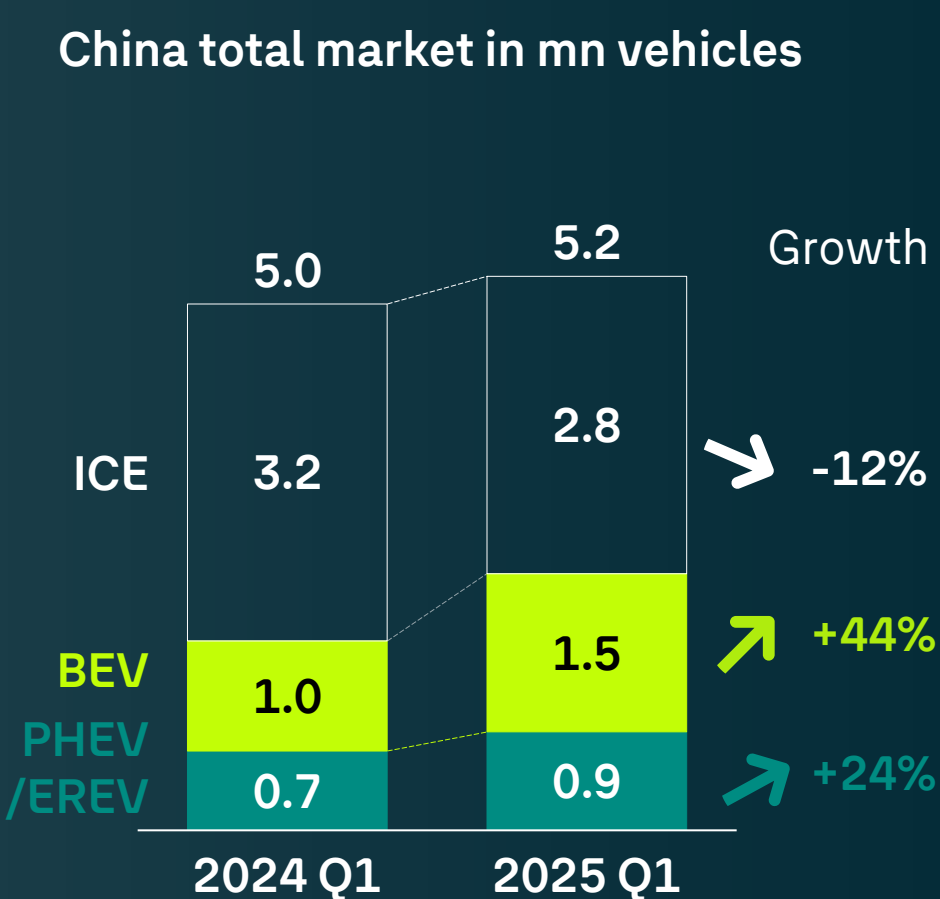


Plan is set for stabilizing 2025 while preparing the ground for market launches in 2026

2025 Q1 results

2025 guidelines

China total market in mn vehicles



#2 in total market

#1 in ICE
1.5ppt YoY
market share increase#17 in BEV¹» Strong ICE push
preserving the margin» Balance volume and
profitability in over-heated
BEV market» Prepare the ground for
market launches from 2026

1] Exclude mini BEV (A00 and A0).

We are on a good track to gain market share in order to reach our 2030 targets via 4 key levers

Key levers to gain volume and market share

Unit: mn vehicles



» **Comprehensive NEV portfolio**
incl. PHEV & EREV

» **Trustful & Strong Local Partnerships**

» **Superior Products**
incl. design, tech & cost competitiveness

» **Exceptional Brand
w/ Strengthened Footprint**

Launches of leading-edge NEV product portfolio by 2030 with competitive tech and cost

No. of new NEV models incl. PHEV / EREV variants¹



¹ incl. also MQB based PHEV.

Our NEV/ICV transformation is being accelerated by strong and trustful local tech partnerships

Strategic tech partnerships of Volkswagen Brand in China



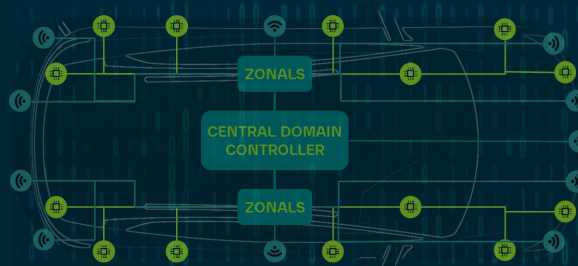
B-PLATFORM COOPERATION

ILLUSTRATIVE

Two full-sized BEVs
1st SOP in Q1 2026

E/E ARCHITECTURE PARTNERSHIP

ILLUSTRATIVE



Zonal E/E architecture
Drivetrain carrier done,
SOP in 2025

CHARGING NETWORK

ILLUSTRATIVE

>20K charging poles
across 420 cities

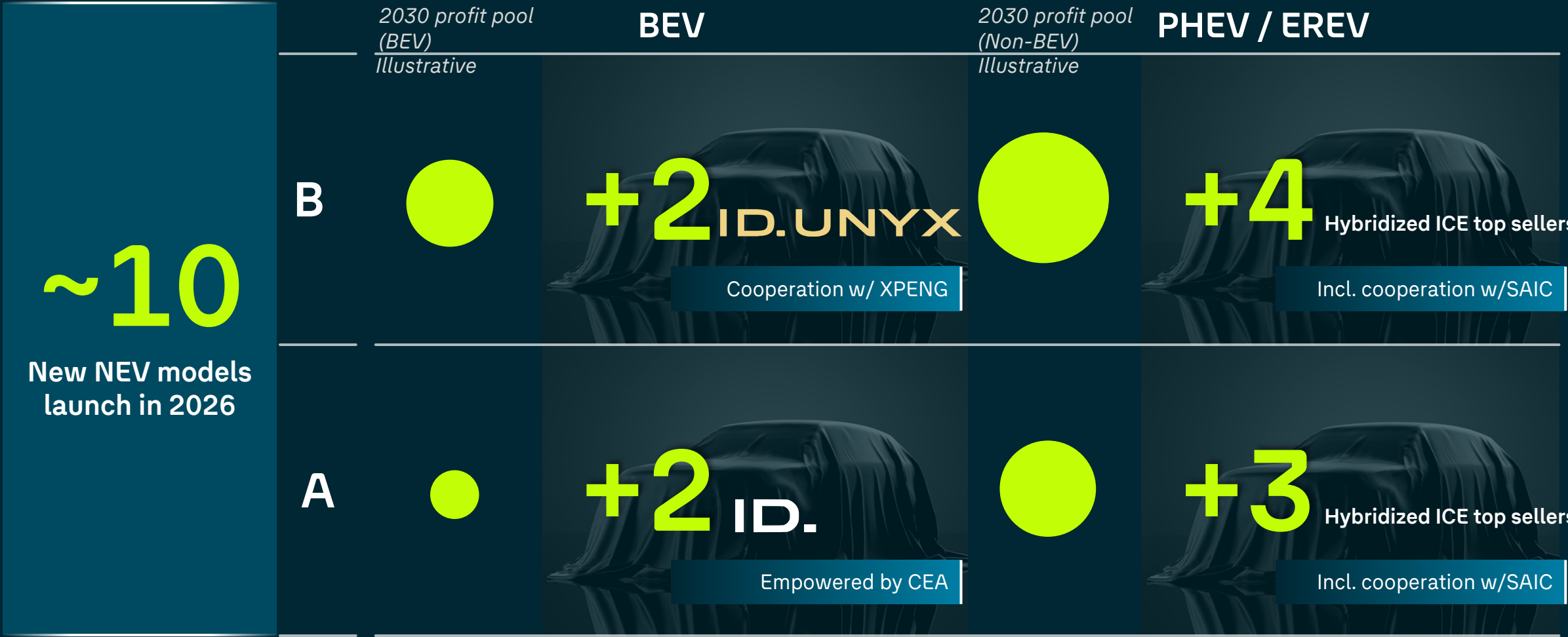


ENHANCED HYBRIDIZATION

ILLUSTRATIVE

Two EREVs & One PHEV
1st SOP in Q1 2026

We will address all major segments in NEV volume market starting from 2026



Our new NEV generation will be especially enhanced in the top aspects that matter to Chinese customers

Top purchase consideration factors



01

Exterior Styling

02

In-car Technology

03

Price
(Cost Competitiveness)

Superior Products

ID. UNYX line-up to be highly competitive with progressive styling and advanced technology



ID. EVO

First fully connected pure-electric full-size SUV w/ SOP in Q1 2026

L2++ ADAS

Incl. Urban NOA¹ & VPA²

**700km E-range w/
800V fast charging**

**Multi-hub Front
& Rear Dockers**

**Humanoid 3D avatar
powered by Chinese LLM**

1| Navigate on Autopilot. 2| Valet Parking Assist.

Superior Products

Capitalize growth in PHEV & EREV segment at China speed
incl. 1st VW Extended Range Electric Vehicle (EREV)

ID. ERA

First ever full-size SUV EREV
w/ SOP in Q1 2026



**1,000+km
total range**

**Smart surface screens
in dashboard & door panels**

**Multi-hub Front
& Rear Dockers**

**L2++ ADAS & AI Assistant
based on Chinese LLM**

Superior Products

Our China-specific Compact Main Platform (CMP) enables competitive electric offers in BEV A segment to gain market share

ID. AURA

First ever CMP-based concept

4 BEV models on CMP
1st SOP in Q4 2026

Competitive Tech empowered by CEA

ADAS offer adaptable to customer needs, up to L2++

AI-driven smart cockpit

Firmware over-the-air update (FOTA)

40% less material cost vs. MEB ensured

More to be optimized to reach cost parity with local cost leader at SOP

We are exploring export opportunities together with all Joint Ventures to enhance VW global footprint

Successful pilot 2024 in Vietnam

- ✓ China models contribute 75% of VW deliveries to customers
- ✓ Viloran "Premium MPV of the year" award winner

More opportunities to further expand China exports in preparation

(Illustrative)



Flexibility of the portfolio
allows tailor-made offers

Complement & provide more choices in existing markets

Open up completely new markets for Volkswagen

Brand VW: A New Dawn

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- Three Volkswagen ID. models are shown in a dark, atmospheric setting. The car on the left is a large SUV, the middle one is a sedan, and the one on the right is a smaller car. They are all illuminated from below, creating a dramatic effect. The background is dark and textured.
- 01** **3 JVs NEV concepts** unveiled **delivering on the promises** made with the ID. CODE
 - 02** Launches of **comprehensive leading-edge NEV portfolio** by 2030 **incl. enhanced PHEV and EREV**, accelerated by **great local tech partnership**
 - 03** **~10 new NEV models** in 2026 with **progressive styling, competitive technology and cost** and contributing to enhance **global footprint of the brand**
 - 04** **In delivery phase** to reach our 2030 targets