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“In China, for China”: Four world premieres and the latest AI-powered systems make their debut at the Volkswagen Group Night in Beijing

- With its largest-ever product campaign for electric vehicles, the Volkswagen Group is consistently implementing its “In China, for China” strategy—starting with “Auto China 2026” in Beijing.
- Under the motto “Rise Up”, the Volkswagen Group will present ten models from four brands at its Media Night on April 21, while also giving a preview of how AI-powered systems will help shape the future of mobility.
- Four world premieres at the Group Media Night: The JETTA brand is unveiling its first show car for smart electric mobility in the entry-level segment; Volkswagen brand is introducing its second ID. UNYX model developed as part of its partnership with XPENG; FAW-Volkswagen will unveil its first all-electric model of the ID. AURA series based on the China Electronic Architecture (CEA). In addition, AUDI debuts the exterior of its second series production model, the AUDI E7X¹, designed to reach new customer groups.
- Oliver Blume, CEO of Volkswagen Group: “Three years ago, we launched our ‘In China, for China’ strategy to fully tap into the potential of the Chinese innovation market. We decide, we act, and we deliver. The new models we are presenting at this year’s ‘Auto China 2026’ impressively confirm that the Volkswagen Group is making good progress on its path to becoming a global tech driver in the automotive industry. China plays a central role in this. Because the progress we achieve here strengthens our competitiveness worldwide.”
- Ralf Brandstätter, Member of the Board of Management of Volkswagen AG for China and Chairman and CEO of Volkswagen Group China: “Our ‘In China, for China’ strategy is coming into its own. In less than 36 months, we have developed a completely new product portfolio for China. Starting in 2026, we will launch a new vehicle on average every two weeks. This is the Volkswagen Group’s largest-ever electric mobility offensive in China. The Beijing Auto Show underscores the consistency and speed of our realignment.”

Beijing, April 3, 2026 - The Volkswagen Group is consistently implementing its “In China, for China” strategy: With its largest-ever product campaign for smart electric vehicles, the Group is demonstrating at “Auto China 2026” in Beijing just how quickly and precisely it is tailoring its product portfolio to the needs of Chinese customers. At the Volkswagen Group Media Night, the Volkswagen, Audi, and its China-exclusive sister brand AUDI, and JETTA brands take center stage with four world premieres and a new generation of locally developed electric models.

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Ralf Brandstätter, Member of the Board of Management of Volkswagen AG for China and Chairman and CEO of Volkswagen Group China, noted: “Our ‘In China, for China’ strategy is coming into its own. In less than 36 months, we have developed a completely new product portfolio for China. Starting in 2026, we will launch a new vehicle on average every two weeks. This is the Volkswagen Group’s largest-ever electric mobility offensive. The Beijing Auto Show underscores the consistency and speed of our realignment.”

In 2026 alone, the Group will launch over 20 new electrified vehicles (NEVs—including pure electric models, plug-in hybrids, and range-extender variants) onto the market, as well as a range of revised and updated vehicles with internal combustion engines (ICE). In doing so, the Volkswagen Group is expanding its portfolio, tailored to the needs of Chinese customers.

Volkswagen Group Media Night on April 21: Four world premieres take center stage

As the highlight of its April product campaign, the Volkswagen Group will present ten models from its Volkswagen and Jetta brands, as well as the two Audi brands at the Group Media Night, including four world premieres.

The **Volkswagen** brand is showcasing four NEV models from three local joint ventures as the centerpiece of its exhibition. These include two world premieres: a new member of the ID. UNYX category, developed in just 24 months, and the first all-electric model in FAW-Volkswagen’s ID. AURA series, which features the Group’s locally developed, high-performance CEA E/E architecture. It also offers customers the latest generation of smart technologies, advanced digital systems, and the expressive new design DNA.

The **JETTA** brand is opening a new chapter with the world premiere of its new all-electric show car, marking an important milestone on the iconic brand’s path to electrification. This model makes smart electric mobility accessible to even more customers, thereby tapping into new market segments and customer groups.

Guided by their “dual-brand” strategy, **Audi’s Four Rings and Four Letters brands** will present four striking premium passenger vehicle models, including the world premiere of the exterior design of AUDI E7X — the second series production model under the new AUDI brand — with its interior design set to be unveiled immediately afterwards at “Auto China 2026” exhibition. Also on display

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are the latest version of the iconic combustion model Audi A6L¹, the fully electric model Audi A6L¹ e-tron, and the "2026 China Car of the Year" AUDI E5¹ Sportback. Besides, following the thrilling Formula 1 race in Shanghai, the Audi R26 F1 show car will make an appearance, delivering a pulse-racing moment of high performance and top speed.

More highlights during "Auto China 2026" exhibition

Throughout the duration of Auto China 2026, the Group's brands will present further product highlights. Among other things, **Porsche** will globally debut a new model in the all-electric Cayenne family. It is not only its design that makes it one of the most emotional and sporty representatives in the SUV segment, but also its outstanding E-Performance.

Future Technologies for Everyone

For the Volkswagen Group, future technologies are at the heart of development, clearly oriented toward customer needs and prioritizing user-friendliness and added value. At the Group Media Night, the Group provided further impressive proof of this with the presentation of high-performance advanced driver-assistance systems (ADAS) and intelligent cockpit solutions.

The Level 2 ADAS solutions introduced by CARIZON, the center of excellence for intelligent driver assistance systems and autonomous driving in China, enable Navigation on Autopilot (NOA) in both urban and highway environments, as well as automated parking functions. As a next step, CARIZON will also advance its own SoC (System on Chip) development, thereby paving the way for Level 3/4 automated driving.

Furthermore, AI will play a central role in the development of tomorrow's mobility. This is because, in the future, cars will not be defined solely by its technology level - but by how well they understand the people who use the product. The goal is to offer a more intuitive, comfortable, and human-centered driving experience.

Note: On April 21, Volkswagen Group China will broadcast the Group Media Night via its official Weibo and WeChat channels. Follow @Volkswagen Group China (@大众中国) on Weibo and WeChat for more information and to join in!

¹⁾ The vehicle is not offered for sale in Germany.

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About the Volkswagen Group:

The Volkswagen Group is one of the world's leading car makers, headquartered in Wolfsburg, Germany. It operates globally, with 111 production facilities in 16 European countries and 10 countries in the Americas, Asia and Africa. With around 663,000 employees worldwide. The Group's vehicles are sold in over 150 countries.

With a comprehensive portfolio of strong global brands, leading technologies at scale, innovative ideas to tap into future profit pools and an entrepreneurial leadership team, the Volkswagen Group is committed to shaping the future of mobility through investments in electric and autonomous driving vehicles, digitalization and sustainability. The goal: As a "Global Automotive Tech Driver", to make the best automotive technologies accessible to customers worldwide - from entry-level mobility to the luxury segment.

In 2025, the total number of vehicles delivered to customers by the Group globally was 9.0 million (2024: 9.0 million). Group sales revenue in 2025 totaled EUR 321.9 billion (2024: EUR 324.7 billion). The operating result in 2025 amounted to EUR 8.9 billion (2024: EUR 19.1 billion).

Volkswagen Group in China

The Volkswagen Group is one of the first and most successful international car manufacturers in China's automobile industry and has made individual mobility possible together with its Chinese Partners. For over 40 years, the Volkswagen Group and its brands have always been pioneers of mobility in China.

The company's success story in China began in 1978, when Chinese partners first made contact with the Volkswagen Group. In 1984, SAIC Volkswagen Corporation Ltd., Volkswagen Group's first joint venture in China, was founded in Shanghai, followed by FAW-Volkswagen Corporation Ltd. in 1991. In 2017, in addition to the two existing joint ventures in China, Volkswagen (Anhui) Automotive Company Limited was established to produce new energy vehicles. Then, in 2021, the Audi FAW NEV Company was incorporated, focusing on premium electric vehicles.

The Volkswagen Group is consistently following its "In China for China" approach to enhance local development expertise. In 2023, Volkswagen Group China Technology Company (VCTC) - the Group's biggest R&D center outside Germany - was established, focusing exclusively on the development of intelligent connected vehicles (ICVs). VCTC enables the Group to fully integrate itself into China's industrial ecosystem and to customize products even faster to meet the needs of Chinese customers.

THE GLOBAL AUTOMOTIVE TECH DRIVER.
