

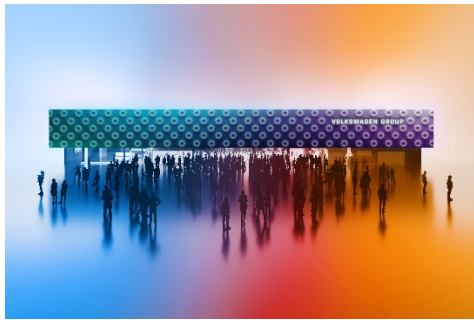
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## Intelligent mobility for all: Volkswagen Group showcases innovative strength at the IAA

- **Technology for the people:** At the IAA Mobility in Munich, the Volkswagen Group will present the full range of the Group's technological excellence at the Summit stand (hall B1) for six days – from 7 to 12 September
- **On the way to becoming a global technology driver in the automotive industry:** with world premieres, technological innovations and intelligent mobility concepts, the Volkswagen Group is providing strong impetus for the future of mobility
- **The clear goal:** to make the best vehicles, technologies and digital services available to customers – early, easy to use, affordable, attractive and sustainable

**Wolfsburg, 1 September 2025** – The Volkswagen Group is showcasing its innovative strength and bringing cutting-edge technology to the stage at the IAA Mobility in Munich. Over six days – from 7 to 12 September – the Group will present the full range of its technological innovations at the IAA Summit exhibition stand (hall B1). With world premieres, leading technological innovations and intelligent mobility concepts, the Group and its brands are providing strong impetus for the future of mobility in Munich. The Volkswagen Group delivers – and makes new technologies accessible to a wide audience, from electric and hybrid drives and range extender concepts to highly automated and autonomous driving with AI support and new mobility concepts. All this is enabled by the consistent use of state-of-the-art AI technologies and development methods, underscoring that the Volkswagen Group is picking up speed on its way to becoming the Global Automotive Tech Driver. The numerous technology and product presentations at the Group's stand will be complemented by inspiring keynotes and panel discussions with high-profile guests from business and politics, such as Germany's Federal Minister of Transport, Patrick Schnieder.

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The Volkswagen Group at the IAA Summit, hall B1

Oliver Blume, CEO Volkswagen Group: "At the IAA Mobility in Munich, we are showcasing the new power of the Volkswagen Group and demonstrating our potential as a global technology driver in the automotive industry. Our mission: to make the best automotive technologies accessible to everyone. Early, easy to use, affordable, sustainable. At the IAA Summit at the exhibition center and together with our strong brands in Munich city center, we are showing how we are shaping the future of mobility. On the theme days, we will present electrifying world

premieres and groundbreaking innovations from all relevant fields of technology – batteries, charging, AI, autonomous driving, software and platforms. Never before has there been such a powerful program at IAA."

## The Volkswagen Group at the IAA Summit, hall B1

**From Sunday to Thursday, most of the events will also be streamed**

### Opening (Sunday, 7 September)

Even before the official opening of the IAA, the **media preview at the Group's stand at the IAA Summit** will include the world premiere of the four-strong Electric Urban Car Family from the Brand Group Core, comprising the Volkswagen brand, CUPRA and Škoda. The showcars of the individual brands will be shown together for the first time. In addition, other cutting-edge models from the brands Audi, Porsche, Volkswagen Commercial Vehicles and Scout will celebrate their trade fair or global debut.

### Press & Design Day (Monday, 8 September)

The Electric Urban Car Family shows how we are bringing the full strength of the Group to the market: one platform, four characters, each brand with a clear customer focus: Making E-mobility more accessible than ever. Attractively priced. And profitable at the same time. At the **press conference at 9 a.m.**, Group CEO Oliver Blume and Thomas Schäfer, CEO of the Volkswagen brand, will present the Electric Urban Car Family and have a surprise in store.

At a **second press conference (12:40-1:00 p.m.)**, Volkswagen Group Technology will set an example for sustainable mobility "Made in Europe" and, together with its tech subsidiaries PowerCo and Elli, will showcase pioneering technologies for key future fields in the automotive industry. The focus will be on cross-brand strategy topics such as the new unified cell and the new battery system for the Electric Urban Car Family, a concrete outlook on the battery technology of tomorrow and the entry into another highly exciting business area in the energy sector.

Then, from **4 p.m. to 5:15 p.m.**, the focus will be on **"Design drives distinction."** The panel discussion with CEO Oliver Blume and Head of Design Michael Mauer will center on the Volkswagen Group's design strategy. Design goes beyond a distinguishing feature, it is a factor for success. This is demonstrated by the presentations of the design strategies of the Volkswagen, Scout and Porsche brands, explained by the brands' design managers – from brand and product identity to iconic models. Afterwards, there will be an opportunity for interviews with design

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managers Andras Mindt (Chief Designer at Volkswagen Passenger Cars) and Chris Benjamin (Chief Designer Scout), as well as Michael Mauer, Head of Group Design and Chief Designer at Porsche.

## **Politics & AI Day (Tuesday, 9 September)**

The Chancellor's tour will be followed by a panel discussion on artificial intelligence (1:00–2:00 p.m.) with Hauke Stars, Professor Dr Luise Hölscher (State Secretary at the Federal Ministry of Digital and Public Service), Dr Ferri Abolhassan (CEO of T-Systems) and Aljoscha Burchardt (German Research Centre for Artificial Intelligence). The question: how can Germany become the driving force behind Europe's AI future – what is being done and what is needed? With its increased use of artificial intelligence, the Volkswagen Group is igniting the next stage on its path to becoming a global technology driver in the automotive industry. And AI is the key to greater speed, quality and competitiveness – from vehicle development to vehicle production.

On the same day, MOIA CEO Sascha Meyer, Volkswagen Group CEO Oliver Blume and Volkswagen Autonomous Mobility CEO Christian Senger will welcome Germany's Federal Minister of Transport Patrick Schnieder in the MOIA Panel Talk (2:15–3:00 p.m.) to discuss the opportunities that autonomous driving offers for Germany as an industrial location.

## **Technology Day (Wednesday, 10 September)**

The program, themed WE POWER E-MOBILITY FOR ALL, offers exclusive, in-depth insights into current and future innovation topics at Volkswagen Group Technology. A status update "Power Hour" (11:00 a.m.-12:00 p.m.) with Group Board Member for Technology Thomas Schmall, PowerCo CEO Frank Blome, Elli CEO Giovanni Palazzo and other top managers will be followed by a CEO talk with Oliver Blume (12:00-12:10 p.m.). In the afternoon, three tech talks (12:30-4:30 p.m.) with highlights and high-profile representatives from partners will cover: "Platform & Components – Engineering the Future of E-Mobility", "The Battery (R)Evolution" and "Energy Full Circle: How Smart, Connected Energy will Reshape Mobility and Society."

## **Software Day (Thursday, 11 September)**

The car is evolving into a cloud and AI product. Under the motto "Putting people first with automotive software," CARIAD hosts an all-day Auto x Software Conference (10:30-5:40 p.m.) at the Volkswagen Group's IAA Summit exhibition stand. Volkswagen Group CEO Oliver Blume, CARIAD CEO Peter Bosch and other top managers will join technology and industry leaders such as Qualcomm CEO Cristiano Amon, VDA President Hildegard Müller, Horizon Robotics CEO Kai Yu and Florence Verzelen, Executive Vice President of Dassault Systèmes, to discuss the role of software and AI in customer experience, vehicle development and value creation. The Group will also provide insights into its software strategy, its modular and scalable software technology stack, and AI-based key technologies such as infotainment, automated driving and the software-defined vehicle. It is also about new approaches to driving innovation in large corporations – including through inspiration from other industrial sectors.

## **Urban Mobility Day (Friday, 12 September)**

The event will conclude on Friday with an extensive speaker program featuring specialist presentations on urban transformation and the scaling potential of autonomous mobility, with the

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participation of MOIA. Jan-Christian Dreesen, CEO of FC Bayern Munich, Jürgen Muth, Managing Director of Allianz Arena München Stadion GmbH, and Hauke Stars will discuss how AI-based mobility concepts help fans and players get to the stadium without traffic jams during FC Bayern Munich home games (12-12:30 p.m.).

Then it's high noon for football fans: former player of the German national team and FC Bayern, Stefan Effenberg, will be available for an autograph session (12:30-13:00).

Finally, students from the Technical University of Munich are invited to take part in the Tech Challenge starting at 1:15 p.m. The winner of the talent competition focusing on mobility concepts will be announced live on stage at around 4 p.m.

## The brands' appearances at the IAA Mobility

**Porsche** will present two technological highlights at the IAA: with the world premiere of the new 911 top model, which will be on display at the brand's open space in downtown Munich, Porsche is once again raising the bar in the sports car segment. In terms of e-mobility, Porsche is introducing an innovation that makes charging at home more convenient and easier than ever before – on display at the IAA Summit.

At Wittelsbacher Platz, **Audi** is presenting a visionary concept car that reflects a bold new design philosophy and gives a clear indication of the brand's future direction. Visitors will also have the opportunity to test drive a wide selection of the latest Audi models – an experience that underscores the brand's momentum. By the end of 2025, Audi will have launched 20 new models, giving it the youngest portfolio in the premium segment. Meanwhile, at the summit at the Munich Exhibition Centre, Audi is presenting the new Q3 Sportback e-hybrid<sup>1</sup>: a plug-in hybrid that combines the versatility of an SUV with the elegance of a coupé and offers an impressive electric range of up to 118 kilometers.

**Volkswagen** set a highlight at IAA Mobility with the camouflaged production version of the ID.2all<sup>3</sup>, part of the Electric Urban Car Family of the Brand Group Core. It will be unveiled at the Group's media preview on Sunday, 7 September, at the IAA Summit. Volkswagen is showcasing four new models at the freely accessible Open Space in Munich city center, underlining its commitment to offering mobility for Millions of people. The highlight at Odeonsplatz is the presentation of a battery electric compact SUV – a preview of a new member of the ID. family. Also on display: the new T-Roc and the ID.3 GTX FIRE+ICE<sup>2</sup> in cooperation with BOGNER.

**CUPRA** will offer pure emotion at the IAA Mobility in Munich. The starting point will be the first glimpse presentation of the (still camouflaged) CUPRA Raval<sup>3</sup> as a member of the Electric Urban Car Family of the Brand Group Core at the Group's media preview at the IAA Summit stand on Sunday, 7 September. The stunning Showcar CUPRA Tindaya<sup>3</sup> will have its world premiere at the brand's IAA Mobility Open Space in downtown Munich on 8 September at 7:30 p.m. It showcases the brand's vision for a perfect symbiosis between man and machine and its future design language. In addition, visitors will be able to experience vehicles such as the CUPRA Tavascan and the new CUPRA TRIBE EDITIONS of the CUPRA TERRAMAR<sup>4</sup>, FORMENTOR<sup>4</sup> and LEON<sup>6</sup> up close.

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The battery-electric **Škoda** Epiq<sup>3</sup> is also a member of the Electric Urban Car Family of the Brand Group Core. The first Showcar of the city SUV crossover will be unveiled at the Group's media preview on Sunday, 7 September, at the IAA Summit. On Monday, Škoda will celebrate the world premiere of the Vision O<sup>3</sup> concept car, which will be available on the [brand's official YouTube channel](#) at 5:30 p.m. CET. The study picks up on the brand's long-standing estate car tradition and incorporates the evolution of its Modern Solid design language. The design study will be open to the public on Tuesday, 9 September, from 12:30 to 18:00 at the Isarpost in the city center.

**MOIA** will present its complete turnkey solution for autonomous on-demand mobility with the ID. Buzz AD and the associated software and service ecosystem. Selected IAA guests will be able to experience the technology for themselves during autonomous test drives in the Munich city area. This will demonstrate how MOIA's holistic and unique solution, comprising vehicles, software and services, already makes the operation of autonomous mobility services possible today.

<sup>1)</sup> Audi Q3 Sportback e-hybrid 200 kW: Fuel consumption (weighted combined): 2.2–1.7 l/100 km; power consumption (weighted combined): 15.1–14.0 kWh/100 km; CO<sub>2</sub> emissions (weighted combined): 50–40 g/km; CO<sub>2</sub> class (weighted combined): B; fuel consumption with discharged battery (combined): 6.7–6.0 l/100 km; CO<sub>2</sub> class with discharged battery: E

<sup>2)</sup> ID.3 GTX Performance FIRE+ICE 240 kW – power consumption (weighted combined) 16,7–14,9 kWh/100 km; CO<sub>2</sub> emissions (weighted combined) 0 g/km; CO<sub>2</sub>-class: A

<sup>3)</sup> Concept car.

<sup>4)</sup> CUPRA Terramar VZ 1.5 e-HYBRID 200 kW (272 HP): Fuel consumption (weighted combined): 0.4–0.5 l/100 km; power consumption (weighted combined): 17.6–19.0 kWh/100 km; fuel consumption with discharged battery (combined): 5.7–6.1 l/100 km; CO<sub>2</sub> emissions (weighted combined): 10–12 g/km; CO<sub>2</sub> class (weighted combined): B; CO<sub>2</sub> class with discharged battery: D-E (provisional data)

<sup>5)</sup> CUPRA Formentor VZ 1.5 e-HYBRID 200 kW (272 HP): Fuel consumption (weighted combined): 0.4–0.5 l/100 km; power consumption (weighted combined): 16.9–17.5 kWh/100 km; fuel consumption with discharged battery (combined): 5.7–5.8 l/100 km; CO<sub>2</sub> emissions (weighted combined): 10 g/km; CO<sub>2</sub> class (weighted combined): B; CO<sub>2</sub> class with discharged battery: D (provisional data)

<sup>6)</sup> CUPRA Leon VZ (Extreme) 1.5 e-HYBRID 200 kW (272 HP): Fuel consumption (weighted combined): 0.4 l/100 km; power consumption (weighted combined): 16.5–16.9 kWh/100 km; fuel consumption with discharged battery (combined): 5.4–5.5 l/100 km; CO<sub>2</sub> emissions (weighted combined): 8–9 g/km; CO<sub>2</sub> class (weighted combined): B; CO<sub>2</sub> class with discharged battery: D (provisional data)

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## Note to editors

All content relating to the IAA can be found on our website [volkswagen-group.com](https://www.volkswagen-group.com) (including images and footage for download) and on our social media channels LinkedIn and TikTok.

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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 115 production facilities in 17 European countries and 10 countries in the Americas, Asia and Africa. With around 680,000 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 2024, the total number of vehicles delivered to customers by the Group globally was 9.0 million (2023: 9.2 million). Group sales revenue in 2024 totaled EUR 324.7 billion (2023: EUR 322.3 billion). The operating result in 2024 amounted to EUR 19.1 billion (2023: EUR 22.5 billion).

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## THE GLOBAL AUTOMOTIVE TECH DRIVER.

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