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Mobility, Travel, Freedom. ICONIC Exhibition at the DRIVE. Volkswagen Group Forum Showcases Travel Icons

- **New exhibits and interactive elements in the current exhibition “ICONIC – A Timeless Journey of Culture, Society and Mobility”**
- **Experience iconic travel up close: from the first car radios and their matching soundtrack to the legendary camper van and motorhome “Irene”**
- **More than 1.1 million visitors since the exhibition opened in 2024**

Berlin, 9 March 2026 – The successful exhibition “ICONIC – A Timeless Journey of Culture, Society and Mobility” at the DRIVE. Volkswagen Group Forum is being expanded with new exhibits and an additional thematic focus. A central motif of mobility history is moving into the spotlight: travel.

The new focus highlights the cultural, societal, and personal significance that being on the move holds for people – and how closely these experiences are connected to the development of individual mobility. Since its opening in 2024, more than 1.1 million visitors have experienced the diverse exhibition in the heart of Berlin. The format also continues to generate strong engagement on social media.



Campervan 'Irene' – for many, the beginning of a new freedom on four wheels.

Travel as Part of Mobility Culture

The exhibition “ICONIC” connects design, architecture, art, music, and mobility, and pays tribute to the influence of defining icons of our time. With the new thematic world “Travel”, the exhibition is being expanded to include an aspect that has been closely tied to mobility for decades: the longing for new places, experiences, and perspectives.

Historical and contemporary examples illustrate how travel has changed over time.

Thus photographs of Alpine journeys with the Volkswagen Beetle to Italy in the 1950s document the new sense of freedom in the post-war era: for the first time, many people were able to cover long distances with their own car and explore holiday destinations independently. These journeys shaped iconic images of a new mobility culture.

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Contemporary forms of travel are also featured – such as camper van trips or journeys to major music festivals like the legendary Wacken Open Air. These types of travel symbolize community, freedom, and a shared sense of life.

Iconic Vehicles and Personal Travel Stories

Vehicles of the Volkswagen Group have enabled new forms of travel for decades. Models such as the Volkswagen Beetle, the Bulli, or the Audi quattro have shaped individual mobility and opened up new possibilities for millions of people, making a significant impact on the history of mobility.

A particular highlight is the iconic Volkswagen motorhome “Irene”, which is on display. In comparison to it the fully electric ID. BUZZ¹ is also shown, representing modern travel today.

An interactive element of the exhibition is the “ICONIC Destination” map: visitors can share their own iconic travel experiences and mark locations they believe have iconic potential.

The exhibition is open Monday to Saturday, from 10:00 to 19:00, at the DRIVE. Volkswagen Group Forum, Friedrichstraße 84 / corner Unter den Linden, Berlin.

Admission is free. Further information can be found [HERE](#).

Note: Text and image materials are available at www.volkswagen-group.com

¹⁾ ID. Buzz GTX – Combined power consumption (WLTP): 20.5–21.6 kWh/100 km;
Electric range (WLTP): 400–423 km; Combined CO₂ emissions: 0 g/km.

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About the DRIVE. Volkswagen Group Forum:

The DRIVE. Volkswagen Group Forum represents the Volkswagen Group and its brands in the centre of Berlin. As a platform for exchange and dialogue, the forum is dedicated to topics such as mobility, technology, sustainability, culture, and design. In addition to exhibitions, it regularly hosts talks, panel discussions, and networking events.

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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