VOLKSWAGEN GROUP

Media Information

NR. 100/2026

Successful product offensive: Volkswagen Group wins six "Das Goldene Lenkrad" awards and numerous other accolades

- **With six awards at the 2026 "Das Goldene Lenkrad" (Golden Steering Wheel) awards, presented by AUTO BILD and BILD am Sonntag, the Volkswagen Group is once again the most successful manufacturer at the competition's 50th anniversary. Škoda and Audi each receive two awards, while VW and Porsche each receive one.**
- **Volkswagen ID. Polo wins overall title at "German Car of the Year 2027"**
- **Volkswagen Group receives numerous awards in Motor Presse Stuttgart readers' polls: eight of eleven class victories in AUTO Straßenverkehr's "Family Car of the Year", five first places in 13 categories in auto motor und sport's "autonis Award 2026" design competition, and six victories in ten vehicle-related categories in auto motor und sport's Tech Award 2026**
- **Oliver Blume, CEO of the Volkswagen Group: "The Golden Steering Wheel is one of the most prestigious awards in our industry. It is a barometer of the appeal of our products. We are proud that the Volkswagen Group has won a total of six Golden Steering Wheel awards. This is compelling evidence of the outstanding work of our teams. Our models impress with their design, technology and strong product substance, as confirmed by numerous other jury and readers' awards."**

Wolfsburg, November 11, 2026 – The Volkswagen Group was once again the most successful manufacturer at the 50th edition of "The Golden Steering Wheel", receiving a total of six awards. AUTO BILD and BILD am SONNTAG honor outstanding new models with the award each year. Group vehicles took first place in four categories. In addition, two of the three special awards for historic winners, presented to mark the competition's anniversary, went to Volkswagen Group models. The Škoda and Audi brands each received two awards, while VW and Porsche each received one. In recent months, Volkswagen Group models have also won numerous other prestigious German product awards.



Six awards for the Volkswagen Group at the 50th edition of the "Golden Steering Wheel" (Credit: BILD)

AUTO BILD and BILD am SONNTAG have presented the "Golden Steering Wheel" since 1976. It is regarded as one of Europe's most prestigious automotive awards. A total of 79 new and eleven historic models were in contention for the 2026 "Golden Steering Wheel". In a preliminary round, readers of AUTO BILD and BILD am SONNTAG selected the best vehicles of the year. The top three models in each category were then tested at the Lausitzring by a jury comprising racing drivers, prominent automotive enthusiasts and editors-in-chief. The criteria assessed were everyday usability, quality, sustainability, powertrain, driving characteristics, value for money and consumption.



Group models won in the following categories:

Editorial award: "Best value for money under €25,000"

The new **VW ID. Polo**[1] brings the strengths of one of Volkswagen's most successful models into the all-electric era, while going well beyond the role of a traditional city car. With a range of up to 454 kilometers, DC fast-charging capability as standard, generous space for five people and an exceptionally large luggage compartment for its class, it combines everyday practicality with long-distance capability. The compact car also features intuitive operation with a large infotainment screen and, as an option, modern technologies such as Connected Travel Assist with traffic-light recognition. High-quality materials, optional comfort features from higher vehicle classes and an attractive entry-level price make the ID. Polo a particularly versatile electric car for the city, family life and leisure.

Small SUV

The new **Škoda Epiq**[2] extends Škoda's successful electric portfolio into the entry-level segment, combining compact dimensions with a spacious interior and a high degree of everyday practicality. With a range of up to 440 kilometers and fast-charging capability, the Epiq is suitable for both urban driving and longer journeys. The compact SUV crossover features typical Škoda qualities such as spaciousness and practicality. Its 475-liter luggage compartment is among the largest in its class. A compelling price-performance ratio makes electric mobility accessible to an even broader customer base. For the first time in a Škoda production model, its distinctive design combines all elements of the new "Modern Solid" design language.

Family car

The new **Škoda Peaq**[3] is the brand's new flagship and offers the highest levels of comfort, space and technology. With an available seven-seat configuration and a range of more than 640 kilometers, Škoda's new electric flagship is the showcase model of the brand's all-electric portfolio. With an overall length of more than 4.87 meters and a wheelbase of almost three meters, it is Škoda's largest and most spacious SUV and the brand's first model in the large-SUV segment. The Peaq also offers a wealth of features and state-of-the-art technologies, including LED matrix headlights and Travel Assist 3.0. Škoda's latest model introduces several brand firsts, including flush-mounted door handles and a panoramic glass roof with Dynamic Shade Control.

Best used car

In 2019, **Audi** sharpens its successful **A4**[4] midsize model and makes it more dynamic. Alongside a more distinctive design, the focus is on connectivity and broad-based electrification of the powertrains. The sporty lines and innovative operating concept with the central MMI touch display represent a genuine upgrade for the model series. More than half of the powertrains use mild-hybrid systems (MHEV), and this broad electrification benefits both efficiency and comfort.

Historic winners marking the 50th anniversary of the "Golden Steering Wheel"

Introduced in 1982, the **Audi 100 (C3)**[4] exemplifies Audi's rise to become a technologically innovative premium brand. Thanks to its aerodynamically shaped body, the vehicle achieves a record drag coefficient of 0.30. The model series also introduces further technical innovations, including TDI engines and fully galvanized bodies. With the Audi 100, Audi expands its internationalization strategy and successfully entered the Chinese market.
The **Porsche Carrera GT**[4] is regarded as a milestone in many respects. Presented as a near-production sports car study at the Paris Motor Show in September 2000, the V10-powered model enters series production three years later. With a displacement of 5.7 liters, output of 450 kW (612 PS), a top speed of 330 km/h and a weight of 1,380 kilograms, the production version of the Carrera GT embodies everything that defines many iconic Porsche sports cars: lightweight construction, high engine speeds, a mid-engine layout and the idea of bringing motorsport technology to the road.

Numerous other product awards for the Volkswagen Group

In addition to the "Golden Steering Wheel", Volkswagen Group models have won numerous other prestigious German product awards in recent months.

Volkswagen ID. Polo wins overall title at "German Car of the Year 2027"
In addition to winning the Budget category, the new ID. Polo also took the overall title at German Car of the Year (GCOTY), sending a strong signal: Volkswagen is bringing electric mobility to the heart of the small-car segment, making it attractive, affordable and suitable for everyday use. In the final, the all-electric Volkswagen small car prevailed over the winning models from the other four categories to take first place.

Volkswagen Group receives numerous awards in Motor Presse Stuttgart readers' polls
In **AUTO Straßenverkehr's "Family Car of the Year"** readers' poll, Volkswagen Group models won eight of eleven classes. Škoda was particularly successful with five first places, while Volkswagen won three categories. A total of 175 models were in contention, with more than 10,000 readers taking part in the vote.

In the **"autonis Award 2026",** an **auto motor und sport** readers' poll for the best new designs, Group brand models took five of 13 first places. Volkswagen was the most successful brand with two victories. Volkswagen Commercial Vehicles, CUPRA and Porsche each won one category. A total of 92 models competed for the votes of more than 15,000 readers.

auto motor und sport and **MOOVE** also presented the **"Tech Award 2026"** as part of a readers' poll. More than 12,000 readers voted on technical highlights and automotive innovations. Volkswagen Group brands won six of ten vehicle-related categories. Audi was the most successful brand with four awards, while Volkswagen and Porsche each won once.

1) *VW ID. Polo – combined electricity consumption 13.3–15.7 kWh/100 km; combined CO_2 emissions 0 g/km; CO_2 class: A*
2) *Škoda Epiq: combined electricity consumption: 13.7–14.7 kWh/100 km; combined CO2 emissions: 0 g/km; CO2 class: A*
3) *Škoda Peaq: combined electricity consumption: 14.9–18.6 kWh/100 km; combined CO2 emissions: 0 g/km; CO2 class: A*
4) *This model is no longer available for sale.*

VOLKSWAGEN GROUP

Christoph Oemisch
Corporate Communications
Spokesperson Finance & Sales
+49 (0) 1520 9364626
christoph.oemisch@volkswagen.de | www.volkswagen-group.com

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).

THE GLOBAL AUTOMOTIVE **TECH DRIVER.**