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## Tech for the People: The Volkswagen Group at the IAA Mobility

- On its way to becoming the Global Automotive Tech Driver, the Volkswagen Group will present technological innovations and several vehicle world premieres in Munich.
- The central promise is: Tech for the People. The company is close to its customers and wants to inspire them with the best vehicles, technologies and digital services.
- For the first time, the Volkswagen Group will present a varied conference program (September 7 to 12) on current automotive and technology topics. It includes interesting keynotes and panel talks with top-class guests from business and politics.

**Wolfsburg, July 10, 2025 - The Volkswagen Group is on its way to becoming the Global Automotive Tech Driver. At the IAA Mobility 2025 in Munich in September, the company will provide plenty of proof points for this in the form of technological innovations and celebrate several vehicle world premieres. The central promise is: Tech for the People. The Volkswagen Group wants to be close to its customers - and inspire them with the best vehicles, technologies and digital services. What makes this year special: on a total of six days, the Volkswagen Group will showcase exciting product presentations, interesting keynotes and panel talks with top-class guests from business and politics as well as a varied conference program on current topics from the automotive and technology sectors directly at the exhibition stand in Munich.**



IAA exhibition stand of the Volkswagen Group

CEO Oliver Blume: "Easy to use, affordable, reliable: automotive technology is at its strongest when it inspires people. This understanding is what drives us. At the IAA Mobility, together with our strong brands, we show how we aim to make intelligent mobility accessible to everyone - today and tomorrow. In Munich, we unleash the new power of the Volkswagen Group and our potential as a Global Automotive Tech Driver: with electrifying premieres, iconic products and

pioneering innovations in the key fields of technology. We are reshaping mobility - sustainable, connected, for the people."

# VOLKSWAGEN GROUP

Overview of the program at the Volkswagen Group stand on the individual days:

## **Opening Day - Sunday, September 7**

Even before the official opening of the IAA, the Volkswagen Group is igniting the next stage of entry-level electric mobility. The new Electric Urban Car Family of the Brand Group Core will make the best automotive technologies accessible to everyone. In addition, further pioneering models from the Brand Groups Progressive and Sport Luxury will celebrate their trade fair premieres and world premieres.

## **Press & Design Day - Monday, September 8**

Together with leading tech players, the Volkswagen Group showcases how it is becoming an innovation driver for artificial intelligence and battery technology in vehicles. There will also be a detailed deep dive into the importance of design for the Global Automotive Tech Driver.

## **Politics & AI Day: In the heart of Europe - Tuesday, September 9**

The Volkswagen Group will demonstrate how comprehensively it uses artificial intelligence as a key technology for greater speed, quality and competitiveness. Together with other industry leaders, ideas will be discussed to strengthen economic and technological innovation and resilience in Europe in the global technology race.

## **Technology Day - Wednesday, September 10**

IAA Wednesday will start with a PowerHour on technological highlights from Volkswagen Group Technology. This will be followed by keynotes and panels focusing on batteries, platforms, charging and energy.

## **Software Day - Thursday, September 11**

Thursday will be characterized by interesting keynotes and panels with top-class experts from the Volkswagen Group and other companies. The focus will be on pioneering technologies and strategies relating to the smart mobility of tomorrow - including automated and autonomous driving, intelligent user experiences in the vehicle, connected mobility solutions and the use of artificial intelligence.

## **Human Resources Day - Friday, September 12**

The Volkswagen Group provides exciting insights into the opportunities that arise in research and teaching as well as in the company from the ambition to become the Global Automotive Tech Driver.

# VOLKSWAGEN GROUP

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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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