

Volkswagen Group Awarded the World's Most Innovative Automotive Group

- The Center of Automotive Management (CAM) has awarded the Volkswagen Group the 2025 AutomotiveINNOVATIONS Award as the most innovative automotive group worldwide – ahead of competitors from China and Europe.
- Volkswagen Passenger Cars and Audi received CAM awards as the most innovative volume and premium brands, respectively.
- According to CAM, the Volkswagen Group and its brands impressed with a broad and high-level technological innovation performance, particularly in the areas of electric mobility and connectivity.
- Oliver Blume, CEO of the Volkswagen Group: "Being recognized as the most innovative automotive group is a great testament to our successful work in recent years. The same goes for the awards received by the VW and Audi brands. These honors motivate us to continue bringing technologies to the road that excite people. Our highly qualified team, our renowned brands, our pioneering technologies, and our close connection to customers are the foundation of our success."

Wolfsburg, 03 July 2025 – The Volkswagen Group has been named the most innovative automotive group in the world by the Center of Automotive Management (CAM) with the 2025 AutomotiveINNOVATIONS Award. This award, presented annually since 2011 by CAM in Bergisch Gladbach, Germany, evaluates the technological and innovation strength of international automotive manufacturers and suppliers. Among the 30 companies analyzed globally, the Volkswagen Group achieved the highest score in the main category of innovation strength – ahead of competitors from China and Europe. CAM also recognized Volkswagen Passenger Cars as the most innovative volume brand and Audi as the most innovative premium brand.

In addition, the Volkswagen Group and its brands secured top positions in selected innovation categories. With the Audi Q6 e-tron¹, named one of the most innovative models, the premium brand underscores its leadership in electric mobility and connectivity. At the same time, Volkswagen Passenger Cars demonstrated how it makes technological innovations accessible to a broad audience, with top rankings in the "Electric Drive" and "Infotainment & Connectivity" categories.

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CAM highlighted several specific innovation achievements in its decision. Notably, world-first innovations in electric mobility stood out, such as the new motor variant of the ID.3 GTX² with a range of 604 km (WLTP) – the highest in its segment. In the area of infotainment and connectivity, the brands also impressed CAM – for example, with over-the-air updates to improve charging performance in the ID.3 and the Audi A6's ability to optimize route planning in real time using swarm data from connected vehicles.

"Being recognized as the most innovative automotive group is a great testament to our successful work in recent years. The same goes for the awards received by the VW and Audi brands. These honors motivate us to continue bringing technologies to the road that excite people. Our highly qualified team, our renowned brands, our pioneering technologies, and our close connection to customers are the foundation of our success. The Volkswagen Group is shaping the mobility of tomorrow – focused, sustainable, and with a clear ambition to set benchmarks through innovation. In doing so, we aim to become a global technology leader in the automotive industry," said Oliver Blume, CEO of the Volkswagen Group.

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Detailed Rankings:

- **Volkswagen AG:** Most Innovative Automotive Group
- **Volkswagen:** Most Innovative Volume Brand
- **Audi:** Most Innovative Premium Brand

Additional top achievements by the brands in specific categories:

- **1st Place:** Most Innovative Volume Brand – Electric Drive: Volkswagen
- **1st Place:** Most Innovative Volume Brand – Infotainment & Connectivity: Volkswagen
- **1st Place:** Most Innovative Premium Brand – Infotainment & Connectivity: Audi
- **2nd Place:** Most Innovative Premium Brand – Electric Drive: Audi
- **3rd Place:** Most Innovative Model: Audi Q6 e-tron

¹⁾ Audi Q6 e-tron: Combined power consumption: 19,8–16,1 kWh/100 km; combined CO₂ emissions: 0 g/km; CO₂-Klasse3: A

²⁾ ID.3 GTX: Combined power consumption: 15,1–14,5 kWh/100 km; combined CO₂ emissions 0 g/km; CO₂ class: A

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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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