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Volkswagen Group Design: Group-wide synergies with distinctive brands

- The Electric Urban Car Family demonstrates how Volkswagen Group Design combines synergies with clearly differentiated brand identities.
- Volkswagen Group Design defines a common direction, methods and quality standards while strengthening each brand's individual.
- The Electric Urban Car Family reflects the Volkswagen Pure Positive design philosophy, CUPRA's principles of Passion, Boldness and Rebel, and Škoda's Modern Solid design language.
- Four distinct vehicle identities, more than 80% shared components: The Electric Urban Car Family models are authentic ambassadors of their brands while benefiting from development synergies and economies of scale enabled by Group Design.
- AI software developed in-house turns design sketches into lifelike vehicle images, reducing design time and costs by around one third.
- In Paris, Andreas Mindt makes his first appearance in his new role as Head of Volkswagen Group Design.

Paris, October 11, 2026 – With the Electric Urban Car Family, Volkswagen Group Design demonstrates how the strength of a multi-brand group can be combined with clearly differentiated brand identities. Built on a common technology platform, the Volkswagen ID. Polo and ID. Cross¹, the CUPRA Raval and the Škoda Epiq share more than 80% of their components while embodying the individual character and distinctive design language of their brands. Paris also marks Andreas Mindt's first appearance in his role as Head of Volkswagen Group Design. Together with his team, he sets the strategic framework for the Group brands, ensuring that each brand retains a distinctive identity in terms of design, character and customer experience: "Our task at Volkswagen Group Design is to create the conditions for strong and distinctive brands. We leverage the Group's scale, expertise and synergies wherever it makes sense, while strengthening what makes each brand unique. The Electric Urban Car Family brings this approach to life."

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Four cars, three brands, one platform: CUPRA Raval, Volkswagen ID. Polo, Škoda Epiq² and Volkswagen ID. Cross.

Strong brand identities

Volkswagen Group Design sets the strategic direction for the Group's design organizations and establishes shared methods, processes and quality standards. Research and analysis activities are managed centrally, allowing the design teams to focus on creative work. The joint development of digital design tools creates additional efficiencies throughout the design process: AI-powered applications transform designers' sketches into photorealistic vehicle images and video clips to support physical models of the designs. Colors and new materials can be

visualized in different lighting conditions and environments, generating Group-wide data for the creative process. This enables the design teams to accelerate coordination processes and save up to one third of the time and cost. In this way, the brands benefit from shared expertise and synergies while strengthening their authentic, recognizable identities. The Electric Urban Car Family puts this principle into practice: a shared technological platform gives rise to clearly differentiated design characters. Volkswagen stands for Pure Positive, CUPRA for Passion, Boldness and Rebel, and Škoda for Modern Solid.

Volkswagen: Pure Positive

The ID. Polo and ID. Cross embody Volkswagen's Pure Positive design philosophy. Pure Positive is based on the values Stability, Likeability and Secret Sauce, combining visual strength and clarity with an approachable, human character. The ID. Polo expresses Likeability through its friendly, almost smiling face and open front graphic, creating an immediate sense of approachability. The ID. Cross highlights Stability through its powerful proportions and distinctive C-pillar treatment, which gives the vehicle a confident and solid presence. Secret Sauce adds the small, unexpected details that give both models character and make them unmistakably Volkswagen. "With the ID. Polo and ID. Cross, we have created vehicles that people understand immediately and feel comfortable with from the very beginning. Pure Positive stands for clarity and confidence, but also for warmth and character. The Secret Sauce lies in the details – in the elements that invite a second look, bring a smile and make the vehicles instantly recognizable as Volkswagen," says Andreas Mindt, Head of Volkswagen Design.

CUPRA: Passion, Boldness, Rebel

With the Raval, CUPRA brings its unconventional design character to the Electric Urban Car Family. CUPRA's design identity is shaped by Passion, Boldness and a Rebel Spirit, defining the brand's drive to challenge conventions, stir emotions and redefine the codes of automotive design. The CUPRA Raval brings this vision to life with an athletic stance, sculptural surfaces, powerful character lines and expressive lighting design. The result is a bold interpretation of the urban electric car that is unmistakably CUPRA. "At CUPRA, we are obsessed with design. Our rebellious spirit pushes us to challenge the status quo, break conventions and explore new possibilities with one goal: to create memorable experiences. With the CUPRA Raval, we push the boundaries of automotive design, redefining what an urban electric car can be," says Jorge Diez, Director of Design at CUPRA.

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Škoda: Modern Solid

With the Epiq, Škoda expresses its distinctive Modern Solid design language. Modern Solid is based on the values Solid, Functional and Authentic. The design philosophy combines visual solidity and simplicity with a strong focus on functionality, everyday usability and an authentic expression of the Škoda brand. The Epiq translates these principles into a compact electric vehicle with clearly defined volumes, a confident presence and a reduced design language. Characteristic elements such as the Tech-Deck Face and the distinctive light signature give the vehicle a strong, unmistakable Škoda identity. At the same time, the Epiq embodies the functional qualities for which Škoda is traditionally known, combining compact exterior dimensions with a practical and spacious interior concept. "With the Epiq, we are applying our Modern Solid design language to a compact electric vehicle. Solid, Functional and Authentic are the values that shape its character: clear and robust in appearance, highly functional in everyday use and unmistakably Škoda," says Oliver Stefani, Head of Škoda Design.

One family, distinctive characters

The Electric Urban Car Family fully leverages the strengths of Volkswagen Group Design: By defining vehicle elements that are not brand-defining, synergies can be realized throughout the development process, resulting in savings of €600 million. At the same time, four distinctive vehicles have been created, with all visible and tangible components and surfaces tailored to the expectations of each brand's customers. This enables the Group to develop and produce vehicles in Europe that meet the diverse market requirements of its brands while remaining accessible to broad customer groups.

¹ Volkswagen ID. Cross: Combined energy consumption 16.9–14.3 kWh/100 km, combined CO₂ emissions 0 g/km, CO₂ class A.

² Škoda Epiq Sportline: Near-production concept vehicle. The model is not yet available for sale.

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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 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).

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