

NR. 110/2025

Volkswagen Group dominates the „Das Goldene Lenkrad“ awards with six prizes and a historic brand record

- Volkswagen Group wins half of all awards: Six of twelve "Goldene Lenkräder" (Golden Steering Wheels) for Group brands
- Volkswagen brand makes history with four awards in one year – more than any other brand before
- CUPRA and Porsche each secure one victory
- Oliver Blume, CEO Volkswagen Group: "The Golden Steering Wheel is one of the most prestigious automotive awards in Europe and therefore extremely important to us – especially because of the unique combination of reader votes and jury decision. The result shows that our product offensive is working, our new models are very well received, with innovations and iconic design. The Volkswagen Group is delivering and is back! With new energy, a clear direction, and an explicit ambition: we want to be the global automotive tech driver."

Wolfsburg, November 18, 2025 – The Volkswagen Group is the most successful manufacturer at the 49th edition of "The Golden Steering Wheel". Every year, the German trade magazine AUTO BILD and the BILD am SONNTAG newspaper recognise outstanding new models with this award. Of the twelve trophies awarded in total, six went to Volkswagen Group brands. The core brand Volkswagen achieved a historic success with four category wins. No other brand has ever received so many "Golden Steering Wheels" in a single year. Two further prizes were awarded to the CUPRA and Porsche brands.



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Six Golden Steering Wheels for the Volkswagen Group – a strong signal of the successful product offensive

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AUTO BILD and BILD am SONNTAG have awarded the "Golden Steering Wheel" each year since 1976, and it is considered one of Europe's most prestigious automotive awards. A total of 72 new models were available for selection for the "Golden Steering Wheel 2025". The readers of AUTO BILD, its European partner magazines and the BILD am SONNTAG newspaper were able to determine the best vehicles of the year in a preliminary poll. The top three vehicles in each category were then tested by a jury at the Lausitzring circuit (Germany). In addition to trade journalists from the BILD Group, this included racing drivers and celebrity car enthusiasts. Ratings were awarded in 17 categories in the areas of drive, chassis, design, quality, sustainability, price-performance ratio, safety and consumption.



Group models won the following six vehicle categories:

Compact class

Volkswagen is celebrating the 50th anniversary of the GTI next year and is launching the most powerful production model in the history of the GTI in time for the anniversary year: the **Golf GTI EDITION 50**¹. The exclusive model with 239 kW (325 PS) and a torque of 420 Nm offers outstanding driving dynamics and numerous design highlights.

Mid-size class

The CUPRA **Terramar VZ 1.5 e-Hybrid**² is a highly emotional, sporty SUV that embodies the brand's new DNA and hits the sweet spot in the SUV segment – a vehicle that stands out from the crowd with its distinctive design. The new generation of the plug-in hybrid powertrain increases performance and offers a pure electric range of more than 100 kilometres.

Upper mid-size class

The highly dynamic **ID.7 GTX Tourer**³ has enriched the product range since summer 2024 and is the first fully electric estate car from Volkswagen – with generous space, high travel comfort and a 250 kW (340 PS) dual-motor all-wheel drive.

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Sports car

Since its introduction in 1999, the Porsche **911 GT3**⁴ has been characterized by its closest possible proximity to motorsport while remaining suitable for everyday use. The road sports car, which is particularly suited to the racetrack, made its debut in its anniversary year 2024 with an enhanced lightweight construction strategy, a naturally aspirated 4.0-liter boxer engine with 375 kW (510 PS) and 450 Nm, and additional options that further enhance its precision and sportiness.

Family car

The new Volkswagen **Tayron** is a spacious all-round SUV that is positioned between the Tiguan and the Touareg. The Tayron combines comfort, versatility and modern technologies. It is optionally available with seven seats and offers a towing capacity of up to 2.5 tonnes.

Editorial award for "Best car under €40,000"

The new Volkswagen **T-Roc** is high-quality and innovative, and has been improved in all areas compared to the predecessor model: with a sporty, elegant design, more space and comfort, innovative hybrid technology and assistance systems from higher classes.

¹⁾ Golf GTI EDITION 50 – Combined energy consumption: 7.9-7.6 l/100km | Combined CO₂ emissions: 179-173 g/km | CO₂ class: G-F

²⁾ Terramar VZ 1.5 e-HYBRID – Energy consumption (weighted combined): 13.8-14.8 kWh/100 km plus 1.6-1.8 l/100 km | Energy consumption (with discharged battery): 5.7-6.1 l/100 km | CO₂ emissions (weighted combined): 37-42 g/km | CO₂ class (weighted combined): B | CO₂ class (with discharged battery): D-E

³⁾ ID.7 GTX Tourer – Combined energy consumption 18.8-16.6 kWh/100 km | Combined CO₂ emissions 0 g/km | CO₂ class A

⁴⁾ 911 GT3 – Combined energy consumption: 13.8-13.7 l/100 km | Combined CO₂ emissions: 312-310 g/km | CO₂ class: G | CO₂ class weighted combined: G

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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).

THE GLOBAL AUTOMOTIVE TECH DRIVER.
