

NO. 88/2025

Volkswagen Group strengthens its position as Europe's leading electric vehicle manufacturer with its family of small electric cars

- The "Electric Urban Car Family" will be launched in 2026 with four models from the Volkswagen, CUPRA, and Škoda brands and a starting price of around EUR 25,000
- One base, four characters: the Group's platform strategy creates high economies of scale through the shared use of the further developed MEB+ electric modular platform; battery features new Volkswagen Group unified cell for the first time
- Cutting-edge driver assistance systems and software, full connectivity, and high comfort: vehicles offer premium technologies from higher segments and ranges of up to 450 kilometers
- The Volkswagen Group aims for a market share of around 20 percent in the rapidly growing electric small car segment in Europe in the medium term, which corresponds to several hundred thousand vehicles per year
- Oliver Blume, CEO Volkswagen Group: "This day is a milestone in our successful e-mobility strategy. In August, the Volkswagen Group delivered its 3.5 millionth all-electric vehicle, more than 2.5 million of which are based on our MEB platform. Now we ignite the next stage. The Electric Urban Car Family stands for a new beginning, accessibility, and progress. And for a central promise of the Volkswagen Group: Mobility for all. From Europe for Europe. Volkswagen delivers."
- Thomas Schäfer, CEO of the Volkswagen Brand and Brand Group Core: "All vehicles in the Electric Urban Car Family are based on one platform and bring technologies from higher segments to the entry-level class: from the new Travel Assist with lane change function and traffic light recognition to standard fast charging and the smartphone as a car key. At the same time, they are completely different in design and character. This is the future of urban electric mobility – and it starts right here."

Wolfsburg/Munich, September 8, 2025 – The Volkswagen Group strengthens its position as Europe's leading electric vehicle manufacturer with its new family of small cars. The "Electric Urban Car Family" is tapping into new market segments and buyer groups with two models from the Volkswagen brand, one each from the CUPRA and Škoda brands, and a starting price of around EUR 25,000. The market launch is already scheduled for 2026. The Group is relying on its proven platform strategy. All models use the further developed MEB+ electric platform, yet

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offer customers very different, brand-specific characters. The Volkswagen Group's new unified cell is being used in the battery for the first time. This will leverage further economies of scale and synergies, enabling impressive ranges for small cars of up to 450 kilometers. In addition, the models bring premium technologies from higher segments to the entry-level class. With this vehicle family, the Volkswagen Group is pursuing the goal of achieving a market share of around 20 percent in the rapidly growing segment of electric small cars in its home market of Europe in the medium term. This corresponds to several hundred thousand vehicles per year.



ID. Polo GTI, ID. CROSS Concept and ID. Polo



CUPRA Raval



Škoda Epiq

Current forecasts predict that the electric small car segment in Europe will be around four times larger in eight years than it is today. On its way to becoming the global automotive technology driver, the Volkswagen Group sets a strong impulse in this growth segment with the Electric Urban Car Family.

The new model family brings premium technology to a class that represents the entry point into electric mobility for many people. The assistance systems, for example, include the new generation of Travel Assist with lane change function and traffic light recognition. LED matrix lighting is available as well. Comfort is also a top priority, with optional massage seats and pre-conditioning via app. Software and connectivity are state-of-the-art, too. The vehicles are equipped with the further developed, award-winning navigation with integrated charging planner from their larger sister models. The app store gives them access to more than 100 applications from many different areas. The vehicles offer a DC fast-charging function as standard.

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The Electric Urban Car Family comprises a total of four all-electric small car models from three brands, all of which are shown together for the first time at IAA Mobility. They will be launched on the market in 2026. The Volkswagen brand offers a hatchback model with the ID. Polo¹ and an SUV with the ID. CROSS Concept². Both embody the new "Pure Positive" design language, which stands for stability, likeability, and always that little bit extra. The ID. Polo GTI¹ variant is the first all-electric model from the Volkswagen brand to bear the legendary GTI designation for vehicles which are particularly sporty yet suitable for everyday use. CUPRA is entering the race with the Raval, a hatchback model that has a brand-specific sporty and unconventional character. The Škoda Epiq² city SUV is an everyday companion, ideal for families and lifestyle-oriented customers. Inside and out, it fully embodies the new "Modern Solid" brand design language.

The Volkswagen Group at IAA Mobility in Munich

The Volkswagen Group is on its way to becoming the global automotive technology driver – and is already actively shaping the technological transformation of mobility today. At the IAA Mobility in Munich from September 7 to 12, the Group and its brands will provide strong evidence of this with numerous world premieres and a one week showcase of innovations.

The focus will be on the Electric Urban Car Family from the Brand Group Core, innovation in battery technology and artificial intelligence, insights into the Group's design language, and pioneering technologies for the smart mobility of tomorrow.

The central promise is: Technology for the people.

All content related to the IAA can be found on our website [volkswagen-group.com](https://www.volkswagen-group.com) or on our social media channels LinkedIn and Tiktok.

1) *Near-production concept*

2) *Concept car*

Pietro Zollino

Volkswagen Group Communications

Deputy Head of Group Communications & Head of Corporate Communications

+49 (0) 172 8371 431

pietro.zollino@volkswagen.de | www.volkswagen-group.com

Christoph Oemisch

Corporate Communications

Spokesperson for Finance & Sales

+49 (0) 1520 9364 626

christoph.oemisch@volkswagen.de | www.volkswagen-group.com



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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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