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# VW Brand China Update

*Stefan Mecha*

*CEO Volkswagen Brand China*



# Recap | Key messages in China Capital Markets Day 2024

01

Drive further **BEV transformation** with **strong ICE business**

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02

Capture & extend **core customer groups** with **complimentary brand categories**, while addressing all **major profit pools** with **comprehensive EV portfolio**

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03

Accelerate **ICV transformation** via 'in China for China' **partnership** and own **local solutions**, esp. leveraging on one **zonal E/E architecture** for all BEV from 2026

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04

Reach **cost parity** with local cost leader via **China Main Platform**

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3 JVs concepts unveiled delivering on the promises made with the ID. CODE in design, tech and commitment to Chinese customers

## 2024 BJAS

### NEW BRAND DESIGN DNA

A MANIFESTO OF SHARED  
VISION WITH CHINESE  
CUSTOMERS



ID. CODE



## 2025 SHAS



### ID. AURA



### ID. ERA



### ID. EVO



Launch from 2026

# Solid overall results in 2024 with share gained in ICE market

## 2024 key results



3 phases to accelerate ICV transformation and reach our target picture by 2030; we are now in the transition phase to 2026

2024-2025

## Stabilization

- ✓ New generation of smart ICEs
- ✓ New BEV brand category
- » Push forward 'In China, for China' & get ready for new NEV generation



2026-2028

## New growth

- » Comprehensive & competitive BEVs
- » Competitive hybridization
- » One zonal E/E architecture



2029-2030

## Target

# #1

## international brand



# Plan is set for stabilizing 2025 while preparing the ground for market launches in 2026

2025 Q1 results

2025 guidelines

## China total market in mn vehicles



**#2** in total market

**#1** in ICE

1.5ppt YoY  
market share increase

**#17** in BEV<sup>1</sup>



» **Strong ICE push**  
preserving the margin

» **Balance volume and profitability**  
in over-heated **BEV** market

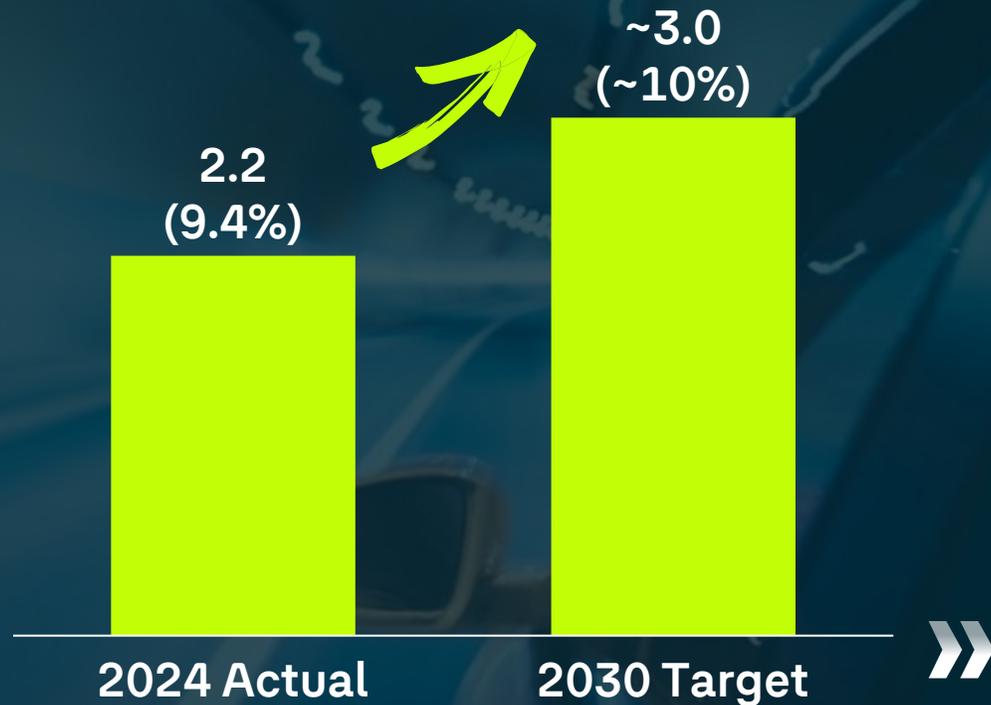
» Prepare the ground for  
**market launches from 2026**

1] Exclude mini BEV (A00 and A0).

We are on a good track to gain market share in order to reach our 2030 targets via 4 key levers

Key levers to gain volume and market share

Unit: mn vehicles



» **Comprehensive NEV portfolio**  
incl. PHEV & EREV

» **Trustful & Strong Local Partnerships**

» **Superior Products**  
incl. design, tech & cost competitiveness

» **Exceptional Brand  
w/ Strengthened Footprint**

Launches of leading-edge NEV product portfolio by 2030 with competitive tech and cost

No. of new NEV models incl. PHEV / EREV variants<sup>1</sup>



<sup>1</sup>| incl. also MQB based PHEV.

# Our NEV/ICV transformation is being accelerated by strong and trustful local tech partnerships

Strategic tech partnerships of Volkswagen Brand in China



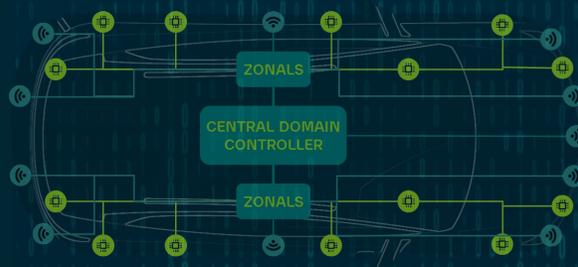
## B-PLATFORM COOPERATION

ILLUSTRATIVE

Two full-sized BEVs  
1<sup>st</sup> SOP in Q1 2026

## E/E ARCHITECTURE PARTNERSHIP

ILLUSTRATIVE



Zonal E/E architecture  
Drivetrain carrier done,  
SOP in 2025

## CHARGING NETWORK

ILLUSTRATIVE

>20K charging poles  
across 420 cities

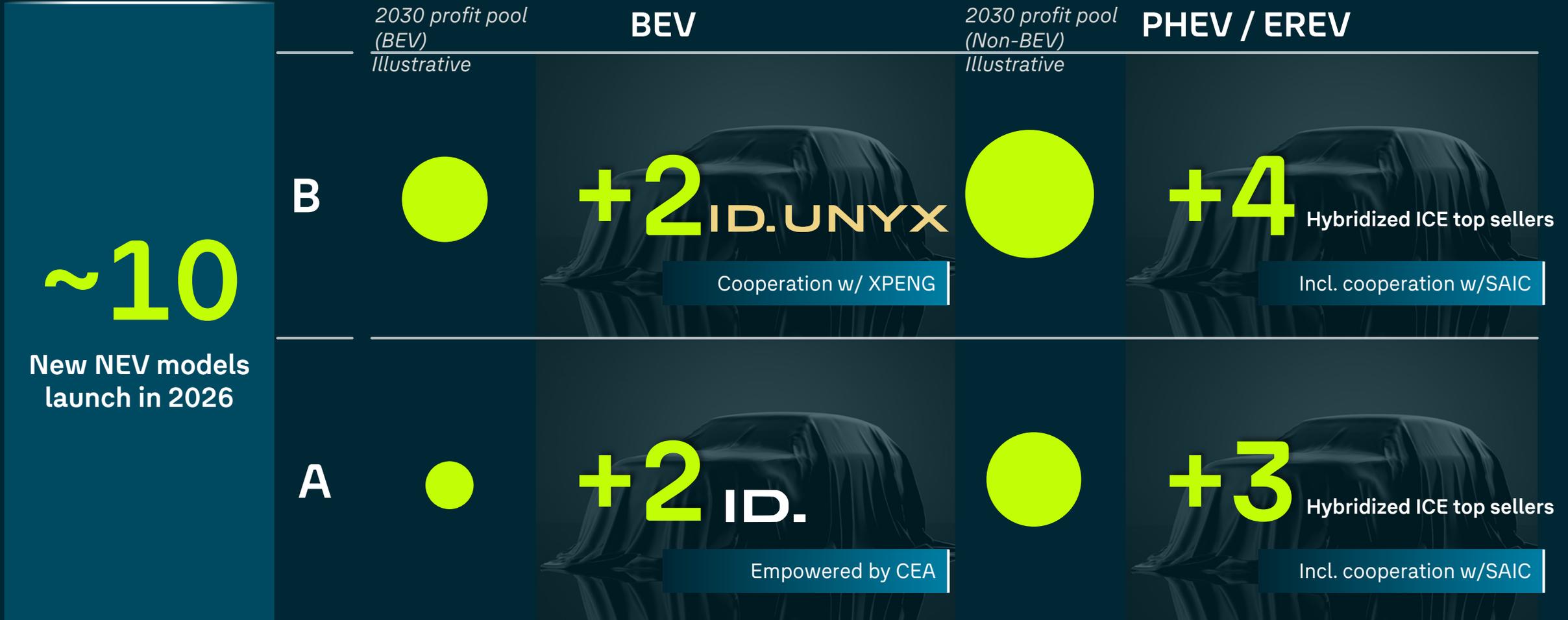


## ENHANCED HYBRIDIZATION

ILLUSTRATIVE

Two EREVs & One PHEV  
1<sup>st</sup> SOP in Q1 2026

We will address all major segments in NEV volume market starting from 2026



Our new NEV generation will be especially enhanced in the top aspects that matter to Chinese customers

Top purchase consideration factors



01



Exterior Styling

02



In-car Technology

03



Price  
(Cost Competitiveness)

**Superior Products**

ID. UNYX line-up to be highly competitive with progressive styling and advanced technology



## ID. EVO

First fully connected pure-electric full-size SUV w/ SOP in Q1 2026

**L2++ ADAS**

Incl. Urban NOA<sup>1</sup> & VPA<sup>2</sup>

**700km E-range w/  
800V fast charging**

**Multi-hub Front  
& Rear Dockers**

**Humanoid 3D avatar  
powered by Chinese LLM**

1| Navigate on Autopilot. 2| Valet Parking Assist.

**Superior Products**

Capitalize growth in PHEV & EREV segment at China speed  
incl. 1<sup>st</sup> VW Extended Range Electric Vehicle (EREV)

# ID. ERA

First ever full-size SUV EREV  
w/ SOP in Q1 2026



**1,000+km  
total range**

**Smart surface screens  
in dashboard & door panels**

**Multi-hub Front  
& Rear Dockers**

**L2++ ADAS & AI Assistant  
based on Chinese LLM**

**Superior Products**

Our China-specific Compact Main Platform (CMP) enables competitive electric offers in BEV A segment to gain market share

# ID. AURA

First ever CMP-based concept

4 BEV models on CMP  
1<sup>st</sup> SOP in Q4 2026

**Competitive Tech empowered by CEA**

ADAS offer adaptable to customer needs, up to L2++

AI-driven smart cockpit

Firmware over-the-air update (FOTA)

**40% less material cost vs. MEB ensured**

More to be optimized to reach cost parity with local cost leader at SOP



We are exploring export opportunities together with all Joint Ventures to enhance VW global footprint

**Successful pilot  
2024 in Vietnam**

- ✓ China models contribute 75% of VW deliveries to customers
- ✓ Viloran "Premium MPV of the year" award winner

**More opportunities to further expand China exports in preparation**

(Illustrative)



**Flexibility of the portfolio**  
allows tailor-made offers

**Complement & provide more choices** in existing markets

**Open up completely new markets** for Volkswagen

# Brand VW: A New Dawn

- 01** **3 JVs NEV concepts** unveiled **delivering on the promises** made with the ID. CODE
  - 02** Launches of **comprehensive leading-edge NEV portfolio** by 2030 **incl. enhanced PHEV and EREV**, accelerated by **great local tech partnership**
  - 03** **~10 new NEV models** in 2026 with **progressive styling, competitive technology and cost** and contributing to enhance **global footprint of the brand**
  - 04** **In delivery phase** to reach our 2030 targets
- 
- The background of the slide features three Volkswagen ID. CODE concept cars, shown from a front-three-quarter perspective. They are dark-colored and illuminated by a soft, ambient light that highlights their sleek, futuristic design. The cars are arranged in a row, with the central one slightly ahead of the other two. The overall aesthetic is clean and modern, consistent with the 'A New Dawn' theme.