

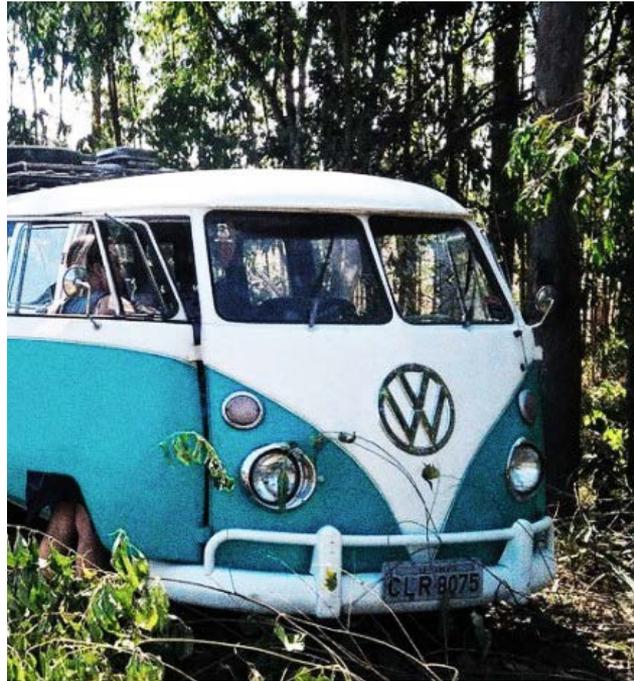


Future brand positioning of Volkswagen / E-Mobility

Jürgen Stackmann



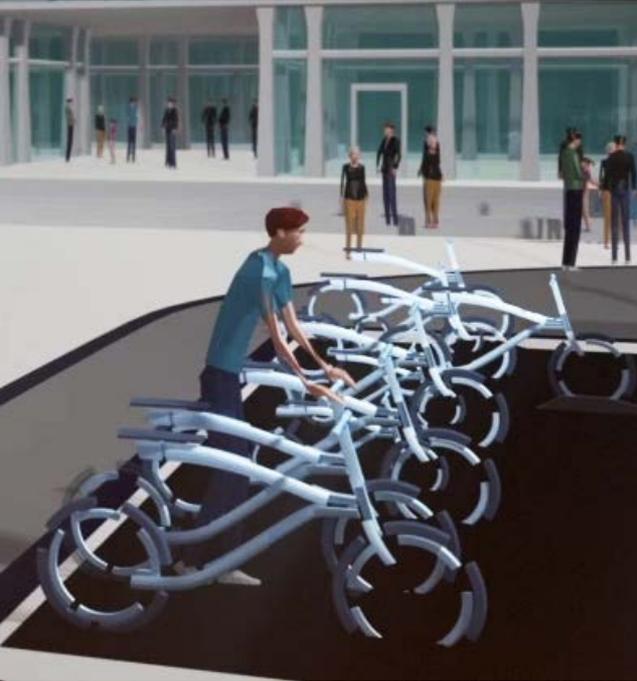
Moving People



Moving People Upward



Moving People Forward



Our global target customer – Aspiring middle class



Our promise to customers



Smart sustainability



Human excitement



Always up to date



Intuitive usability



Connected community



Safe choice



Volkswagen brand focuses on four strategic fields of innovation

Zero-emissions portfolio with great significance for volume



Maximum of comfortable, autonomous driving



Unique ecosystem with intelligent mobility services



Intuitive human-machine interface and consistent human-brand interface



Electric vehicles and plug-in hybrids

Golf GTE



Passat GTE



Tiguan GTE (Concept car)



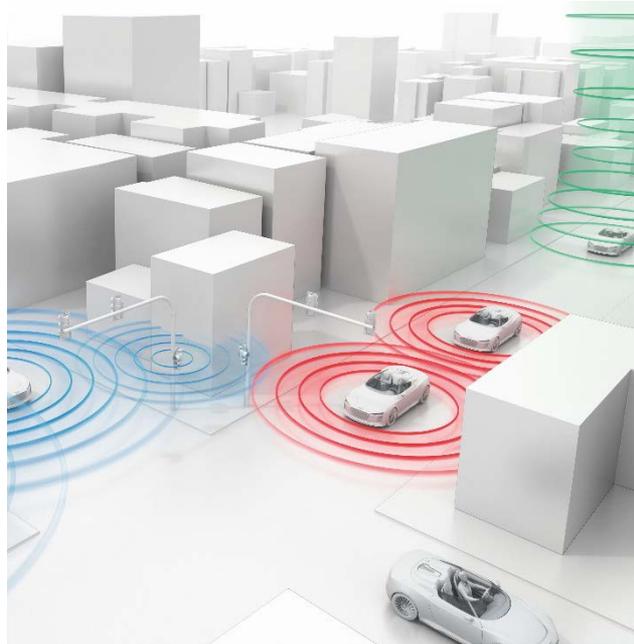
e-Golf



e-up!



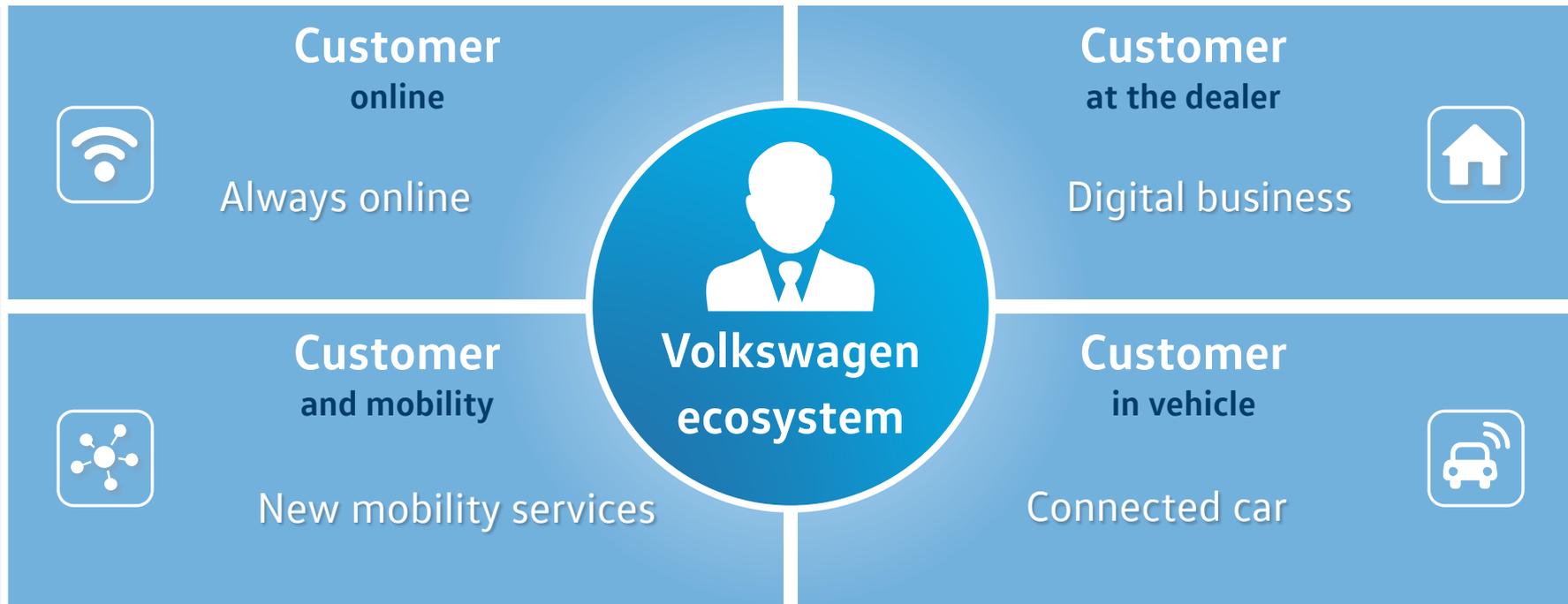
Drastic reduction in accidents and the maximum of comfortable, autonomous driving



Intuitive human-machine interface and consistent human-brand interface



Creation of an unique ecosystem for our customers



Paris Motor Show 2016 – Think New

