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## In detail – the exterior design and interior concept of the new Volkswagen concept vehicle ID. EVERY1

- **Clear, charismatic and powerful:** the ID. EVERY1<sup>1</sup> is the second model after the ID. 2all<sup>1</sup> based on a new Volkswagen design language
- **A new interpretation of Volkswagen DNA:** the design of the ID. EVERY1 is based on the three conceptual design values of stability, likeability and secret sauce
- **Stability:** the electric compact car has clear, minimalist contours and stands on large 19-inch wheels
- **Likeability:** the ID. EVERY1 has a friendly design. Its striking front also looks a bit cheeky. This makes it even more likeable
- **Secret sauce:** the concept vehicle surprises with its striking 'flying roof concept', tablet integration and multitool centre console

**Wolfsburg – With the world premiere of the ID. 2all, Volkswagen presented a concept vehicle for the first time based on the brand's new design language. This visual language specifically transfers iconic design elements such as the legendary C-pillar of the first Golf into the near future and into new segments. Now the design team has transferred this new language to the concept vehicle of an electric Volkswagen entry-level model: the ID. EVERY1. The style and character of the smallest Volkswagen are shaped by the three central values of the new design language: stability, likeability and secret sauce. Volkswagen Head of Design Andreas Mindt: "The widely flared wheel housings over the large 19-inch wheels and the athletic and clearly designed surfaces of the silhouette ensure stability. The slightly cheeky smile at the front is a particularly likeable feature. A secret sauce element is the roof drawn in in the middle, as is usually known from sports cars. All these design elements lend the ID. EVERY1 a charismatic identity with which people can identify." The pillars of stability, likeability and the secret sauce shape the design of the ID. EVERY1 in the following way:**

### STABILITY

**Powerful and confident.** No matter what angle the new ID. EVERY1 is viewed from: the compact Volkswagen always looks powerful and confident. This is achieved, among other things, by visual stability – referred to in designer language as the stance. On the ID. EVERY1, it is the flared wheel arches above the large 19-inch wheels and the sturdy C-pillar in the rear area that forcefully press the volume of the Volkswagen onto the road. In relation to its length (3,880 mm) and height (1,490 mm), the vehicle is also comparatively wide with its width of 1,816 mm. In combination with the very short overhangs, this results in a balanced and stable design that conveys a high level of confidence.

**Timeless clarity.** The stability and associated self-assured appearance include the fact that the ID. EVERY1 is characterised by a design that is reduced to the essentials. There are no unnecessary gimmicks. Every line follows the logic of the form, every surface is homogeneous and understandable. These clean shapes and contours make the ID.

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EVERY1 appear timeless and valuable. This stylish clarity is particularly evident in the silhouette with the athletic door surfaces. Typical for a Volkswagen: the absolutely straight window line, as can already be found on the first Golf. At the bottom, the door surfaces transition into a striking side sill, which emphasises the drawn-in waistline of the flank and at the same time forms a parallel contour with the bottom straight window line. The lack of trend-based effects not only means the ID. EVERY1 will remain modern for many years and thus timeless, but also ensures it has a classless appearance – like an up!, Polo or Golf. The result: high value retention.

### LIKEABLE

**Golden ratio.** The likeability factor is an essential pillar of Volkswagen's design strategy. Andreas Mindt deliberately did not reinvent the likeable look of a Volkswagen; however, the chief designer made it a defined part of Volkswagen's design DNA. The front, rear and silhouette of the ID. EVERY1 all reflect this DNA component. An important style element is the golden ratio, because people find this likeable. Simply explained, it is the ratio of three fifths to two fifths of a picture or sculpture or, as here, the division of a vehicle view. Leonardo da Vinci followed this geometric principle in works of art such as the Mona Lisa. In the silhouette of the ID. EVERY1, it is the 2/5:3/5 split between the window band and the body surfaces; at the rear it is the rear window, which is flatter in relation to the bumper – the black surround of the window can be seen as a small homage to the up! and the Golf GTI No. 1. The front with its distinctive 'looking' LED headlights and the stylised radiator grille in between also follow the golden ratio.

**The ID. EVERY1 can communicate.** The visual interaction with the viewer or owner is particularly pronounced in the ID. EVERY1. Here, the designers have integrated likeable, human-oriented design elements. In this case, too, the 'looking' headlights and tail light clusters are key examples. Animated welcome and goodbye scenarios reinforce this effect. The lower areas of the bumpers at the front and rear also show a smile, which is achieved by very wide, horizontal lines and slightly raised ends at the sides in the lower area. The interaction of the LED headlights with the stylised radiator grille integrated between them is particularly important in terms of likeability. This glass-covered horizontal bar also emphasises the width and the historic link to various Volkswagen icons. The pupil-like headlights plus stylised radiator grille and the vertical daytime running lights arranged on the outside of the bumper make the ID. EVERY1 smile in a slightly cheeky and confidently likeable way. The design element of the vertical daytime running lights is picked up again at the rear by the similarly vertical reflectors in the bumper. The Volkswagen badges at the front and rear are illuminated. All in all, there is no doubt that the front and rear of the ID. EVERY1 show an unmistakably charismatic identity.



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### SECRET SAUCE

**That certain something.** At first, it is hidden details that form another important pillar of the new Volkswagen design language: the secret sauce. In the ID. EVERY1, one of these magic potion ingredients is the 'flying roof concept'. Here, the roof surface is lowered in the middle (without restricting the headroom on the inside). This results in an extremely striking look with a very high recognition value in the top view of the 1,490 mm-high ID. EVERY1 and above all from the rear. The secret sauce also includes two design highlights: at the rear, the third brake light was integrated into the recess in the centre of the roof so that it is clearly visible. Meanwhile, the outer surfaces in the roof end strip are drawn out to the rear; these visually floating elements also serve as an aerodynamic separation edge in the rear area. This reduces air turbulence, thus increasing the range. In visual terms, a new Volkswagen design feature has emerged in the form of the 'flying roof concept'. The 19-inch alloy wheels of the ID. EVERY1 also have the potential to become an iconic design element – they are high-gloss black-painted wheels with five striking spokes whose top surface has a contrasting white finish.

### INTERIOR DESIGN CONCEPT

**Revolutionary space giant.** Developed by chief designer Andreas Mindt and his team, the Volkswagen design language with its clarity and aesthetic appeal also creates a new look for the interior of the ID. EVERY1. The four doors open up access to a new small car world that is anything but small. The materials are a perfect example of this: the surfaces are pleasant to the touch and are finished in warm, friendly colours. In combination with the clear design and lounge-like seating, this creates a special feel-good atmosphere. Most of the fabrics are made from recycled materials such as PET bottles. The use of a new, terrazzo-like mottled surface gives the ID. EVERY1 a light and modern look. The deliberately simple forms are effectively highlighted by high-contrast colours and arouse curiosity about the surface feel. Another example is the available space: with an exterior length of 3,880 mm, the ID. EVERY1 is positioned between the up! built up to 2023 and the current Polo. Nevertheless, the concept vehicle offers just as much space as the larger Polo. The solution to the puzzle is the new modular electric drive (MEB) platform with front-wheel drive. This enables perfect space efficiency.

**Perfection down to the smallest detail.** The interior is visually distinguished by a clear style that conveys stability and thus fully reflects the design of the exterior and lighting. Horizontal lines characterise the clearly arranged dash panel. This is dominated in the centre by the central touch display of the infotainment system. The ergonomic buttons for the interior temperature, seat heating and audio volume are located below this. The front passenger side of the dash panel is designed to be variable. A tablet, for example, can be snapped onto a rail here. It is also possible to attach a shelf, which can be used as a table. The digital instruments are integrated in the centre of the dash panel. A further design highlight is the two-spoke multifunction steering wheel with flattened upper and lower sections. The square shape of the steering wheel buttons is adopted in other locations – for example, in the button for exterior mirror adjustment in the driver door or for a small, illuminated and removable Bluetooth speaker between the driver and front passenger.

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**Multi-variable usability.** One of the characteristic smart interior details is the centre console. This not only serves as a classic centre armrest for the driver and front passenger, but is also a multifunctional tool for all passengers on board, as it can be moved all the way to the rear on a rail. Shelves that can be adjusted forwards and backwards can be pulled out from the console and used for a wide range of purposes. A centre console similar to this from a conceptual point of view has so far only been found on board a much larger Volkswagen design icon: the ID. Buzz. The seats share the same variability as the centre console: the front passenger seat and the rear seats can be folded down and thus adapted to various transport scenarios – including configuration as a safe place for any four-legged guests on board. The ID. EVERY1 thus becomes a perfectly thought-out companion for everyday life, intuitive to use and extremely adaptable.

<sup>1</sup> Concept car.