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September 6th, 2024

Hot and cold one-off: Premiere for the ID.3 GTX¹ FIRE+ICE at the ID. Meeting

- Tribute to the Golf Mk2 special model Fire and Ice² - again in co-operation with BOGNER
- Unique one-off impresses with exclusive exterior paint and surprising details
- Interior materials made from original materials and accessories

Wolfsburg - Volkswagen presents the ID.3 GTX¹ FIRE+ICE at the ID. Meeting in Locarno, Switzerland. Developed in collaboration with BOGNER, the Munich-based luxury sports fashion brand, the car is reminiscent of the legendary Golf Fire and Ice², which became a surprise success in the 1990s and has since achieved cult status among fans. With an exclusive 3-layer paint finish with glass bead effect and numerous details in the interior, the vehicle pays tribute to its predecessor and transfers its design idea into the all-electric modern age.



The Golf II Fire and Ice from 1990 and its successor, the ID.3 GTX FIRE+ICE

the designers from Volkswagen and BOGNER worked together. Tom Becker, Director of BOGNER FIRE+ICE: "The combination of our performance brand FIRE+ICE with the sporty ID.3 GTX is BOGNER's modern interpretation of the iconic Golf Fire and Ice. The special thing is that we were able to integrate many of our original materials and accessories into the interior of the vehicle."

Individualised exterior design. The ID.3 GTX FIRE+ICE stands out above all thanks to its exclusive 3-layer paint finish with glass bead effect. The Electric Violet pearl effect colour was specially developed for this unique model and is a reinterpretation of the Golf Mk2 Fire and Ice exterior paint. In addition to the dark blue base coat, the three-coat paint contains special glass beads, which create a special colour effect and extraordinary character. Depending on the incidence of light, the colour changes from dark blue to violet or even black. The roof frame strip adds a sporty accent with the powerful red anodised paint Flaming Red. The sides of the vehicle are dominated by foiling with the geometric FIRE+ICE pattern in transparent matt. Another special feature are the 21-inch rims, which emphasise the dynamic appearance with a blue anodised paint finish with a glossy twist. The original FIRE+ICE logo from the 1990s adorns the B-pillar and the roof edge spoiler.

Andreas Mindt, Head of Design at Volkswagen:

"With the ID.3 GTX FIRE+ICE, we are emphasizing how highly emotional our sporty top model is. Our design team had incredible fun reinterpreting the iconic 90s design and thus developing it further."

Close co-operation with BOGNER. The idea for the vehicle came from employees in Technical Development. As with the Golf Mk2 Fire and Ice,

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Surprising details in the interior. The interior is divided into two colours. While the accent colour Flaming Red for 'FIRE' predominates on the seats and seams on the driver's side and the seat behind, the seats and interior on the passenger side are characterised by design elements in ice blue ('ICE'). The stainless steel accelerator pedals have a special 'FIRE+ICE' design instead of the Play/Pause design known from the ID. family. Accelerate with the 'FIRE' logo - brake by stepping on the 'ICE' logo. The upper part of the instrument panel and the floor mats have also been customised with a laser-engraved 'FIRE+ICE' pattern. Inspired by the BOGNER FIRE+ICE collections, numerous colours, fabrics and elements were used. The seats are quilted and reflect the design of the current FIRE+ICE down jackets, including the iconic B-zippers. If you open these on the seats, the original FIRE+ICE fabric from the 1990s appears underneath. Webbing from bags from the FIRE+ICE collection was also used behind the front seats.

ID.3 GTX Performance - powerful motor, large battery and high charging capacity. The FIRE+ICE version uses the most powerful Volkswagen electric motor to date in the ID.3 GTX Performance with an output of 240 kW (326 PS) and a maximum torque of 545 Nm. This electric motor accelerates to 100 km/h in just 5.7 seconds. Top speed is electronically limited at 200 km/h. The GTX-specific chassis, which is equipped with stronger stabilisers and Sport DCC adaptive chassis control, is also tuned to the very high performance of the drive system. The electrical energy is supplied by a 79 kWh lithium-ion battery (net), which can be charged at DC fast-charging stations with up to 185 kW³. With this power, the battery can be recharged from 10 to 80 per cent in around 26 minutes. The combined WLTP range is up to 601 km⁴.

A look back to the 1990s. With the "Fire and Ice" special model, Volkswagen presented an exclusive version of the Golf Mk2 in 1990 that was both sporty and comfortable. Its design was created in collaboration with fashion designer and director Willy Bogner. With its extravagant appearance - a dark violet pearl effect paint finish, alloy wheels, front spoiler and body extensions - and the powerful engine with between 90 and 160 PS, the Golf Fire and Ice, especially the GTI version, quickly became a sought-after rarity. It became a surprise success. A total of 16,700 units were sold. Originally, only 10,000 units were planned.



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¹⁾ ID.3 GTX Performance – Combined power consumption 16.5-14.7 kWh/100 km; combined CO₂ emissions 0 g/km; CO₂ class: A.

²⁾ Golf Mk2 Fire and Ice – The vehicle is no longer offered for sale.

³⁾ Maximum possible charging capacity. The charging behaviour of different charging stations can differ, even if their kW capacity is the same. In addition to a charging station's kW output, the maximum charge current also influences the amount of energy that flows. Furthermore, the ambient temperature, battery temperature and charge level influence the maximum possible charging capacity. The specified maximum charging capacity is calculated under WLTP conditions at a temperature of approx. 23 °C and a charge level from five per cent. If these variables change, the charging capacity may deviate from the specified standard value.

⁴⁾ Range determined on the rolling road test bed in accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP) in the most range-favourable equipment variant. The actual WLTP range values may differ depending on the equipment. The actual range achieved under real conditions varies depending on the driving style, speed, use of comfort features or auxiliary equipment, outside temperature, number of passengers/load, topography and the ageing and wear process of the battery.

The Volkswagen Passenger Cars brand has a global presence and produces vehicles at 29 locations in 12 countries. In 2023, Volkswagen delivered about 4.9 million cars. These include bestsellers such as the Polo, T-Roc, T-Cross, Golf, Tiguan and Passat as well as the successful all-electric models of the ID. family. Last year, the company handed over about 394,000 all-electric vehicles to customers worldwide. About 170,000 people currently work at Volkswagen around the world. With its ACCELERATE strategy, the company is consistently driving forward its development into the most desirable brand for sustainable mobility.
