



May 8, 2019

Volkswagen offers pre-booking for the first time

- ID.3¹ to come with ranges from 330 to 550 kilometers (WLTP) and starting price of under €30,000 in Germany
 - Exclusive pre-booking special edition ID.3 1ST with comprehensive equipment limited to 30,000 vehicles
 - ID.3 1ST with range of 420 km (WLTP), at a starting price of less than €40,000 in Germany
 - Including charging of electric power for a year at no cost up to a maximum of 2,000 kWh for ID.3 1ST buyers
 - Registration deposit is €1,000
-

Wolfsburg/Berlin – Volkswagen is today starting pre-booking in Europe for the first model in its new full-electric ID. family, the ID.3. With immediate effect, potential customers can register for an early production slot for the ID.3 at www.volkswagen.com/id-prebooking by paying a registration deposit of €1,000. The ID.3 1ST special edition, which has been especially configured for pre-booking, includes high-quality, high-performance equipment and is limited to 30,000 vehicles. Volkswagen is equipping the ID.3 1ST with the medium-sized battery option later available for the ID.3 series, which is expected to be most popular. With the three series battery options, ranges between 330 and up to 550 kilometers in accordance with WLTP will be possible. The pre-booking special edition has a range of 420 km (WLTP). While the base recommended price of the ID.3 series model with the smallest battery version starts at under €30,000 in Germany (target price), the exclusive ID.3 1ST special edition will be available for less than €40,000, before the deduction of the state subsidy in each case.

Volkswagen is offering ID.3 1ST buyers the possibility of taking electric power for their vehicles free of charge for the first year up to a maximum of 2,000 kWh – at all public charging points connected to the Volkswagen charging app We Charge, and also using the pan-European IONITY rapid charging network, in which Volkswagen is participating, which offers eco-power where this is technically feasible. The ID.3 is to be delivered to customers in carbon neutral form. Both battery cell production and ID. production are oriented towards this goal, for example with the consistent use of power from renewable sources. Unavoidable emissions in the production process will be compensated for by certified climate projects. Production of the ID.3

Press contact

Volkswagen Communications

Manuela Höhne

Spokesperson Sales and Marketing

Phone: +49 5361 9-20301

manuela.hoehne@volkswagen.de

Christoph Oemisch

Spokesperson Sales and Marketing

Phone: +49 5361 9-18895

christoph.oemisch@volkswagen.de



More at

volkswagen-newsroom.com



1ST is to start, as planned, at the end of 2019 and the first vehicles are to be delivered to customers in mid-2020.



With immediate effect, potential customers can register for an exclusive special edition of the ID.3, shown here in camouflage.

“With the start of pan-European pre-booking for the ID.3, e-mobility at Volkswagen will become concrete for our customers. From today, everyone can take part,” said Jürgen Stackmann, Member of the Board of Management of the Volkswagen brand responsible for Sales, Marketing and After-Sales,” at the

launch event at the DRIVE Volkswagen Group Forum in Berlin. “With the ID.3, we will be ushering in the third major chapter of strategic importance in the history of our brand, following the Beetle and the Golf. With the ID.3, we are making the electric car fit for mass mobility. Initially, we will electrify Europe with the ID.3 and then other regions with further electric models in the ID. family which are to follow in the near future.”

Volkswagen is offering the ID.3 1ST special edition in four colors and three versions. All the versions will feature large wheel rims and comprehensive equipment: the ID.3 1ST with comprehensive convenience features, including voice control and navigation system, the ID.3 1ST Plus with additional IQ. Light and bi-color exterior and interior design, and the ID.3 1ST Max with large panoramic glass roof and innovations such as the augmented reality head-up display.

In most markets, the ordering phase for pre-booking customers will start just after the IAA. Customers will then be able to place a binding order for one of the three exclusive ID.3 1ST models with the Volkswagen dealer they prefer. In Germany, the binding order will become effective in April 2020. Up to that point, customers will be able to cancel their registration at any time without any charge, in which case the registration deposit will be immediately refunded.

Pre-booking is being offered in 29 European markets. The most important markets in Europe for the ID.3 will be Norway, Germany, the Netherlands, France, the UK and Austria. On average, Volkswagen plans to deliver more than 100,000 vehicles per year to customers.



Note for journalists:

The press conference for the start of pre-booking for the ID.3 is to take place today from 1 p.m.(CEST) and can be followed live using this link:

https://volkswagen.gomexlive.com/vw_live_pk/

1) This vehicle is not yet for sale.

About the Volkswagen brand:

The Volkswagen Passenger Cars brand is present in more than 150 markets throughout the world and produces vehicles at over 50 locations in 14 countries. In 2018, Volkswagen delivered 6.24 million vehicles including bestselling models such as the Golf, Tiguan, Jetta or Passat. Currently, 195,878 people work for Volkswagen across the globe. The brand also has 10,000 dealerships with 86,000 employees. Volkswagen is forging ahead consistently with the further development of automobile production. E-mobility, smart mobility and the digital transformation of the brand are the key strategic topics for the future.
