



July 4, 2018

Volkswagen to offer "zero-emission" car sharing services in future

- Vehicle-on-demand services, in particular car sharing, expand the WE/We customer platform offering
- Start in Germany planned for 2019
- International rollout from 2020, initially in major cities in Europe, North America and Asia
- Fleet will consist entirely of electric vehicles

Berlin – The Volkswagen brand will also be offering its customers car sharing services in future. The WE customer platform is to begin rolling out various vehicle-on-demand services, in particular car sharing, in Germany in 2019. These services are to be extended to major cities in Europe, North America and Asia as early as 2020. This was announced by the Volkswagen Brand Board Member for Sales, Jürgen Stackmann, at an event held in Berlin.



The I.D. study as a "shared" Volkswagen¹⁾



The I.D. Cityskater²⁾

"We are convinced that the car sharing market still has potential. That is why we are entering this market with a holistic single-source concept covering all mobility needs from the short journey that takes just a few minutes to the long vacation trip. Our vehicle-on-demand fleets will consist entirely of electric cars, and will therefore provide zero-emission, sustainable mobility. That is an intelligent way to relieve the strain on urban areas", Jürgen Stackmann explained.

Apart from car sharing, vehicle-on-demand services can also include what are known as micro-mobility solutions. Volkswagen recently presented progressive e-mobile solutions for urban centers with the I.D. Cityskater and the I.D. Streetmate³⁾ study. Going forward, vehicle-on-demand services from the WE/We customer platform, which could also be used to provide services such as a parking app or location based vouchering, are also

Press contact

Volkswagen Communications
Dr. Marc Langendorf
Director Global Media Relations
Tel: +49 5361 9 23155
marc.langendorf@volkswagen.de

Volkswagen Communications
Dr. Stefan Ernst
Global Future Technology
Communications
Tel: +49 5361 9 86267
stefan.ernst1@volkswagen.de



Mehr unter
volkswagen-media-services.com



designed to complement the mobility solutions offered by MOIA. MOIA's products focus above all on ride hailing and pooling services.

The vehicle-on-demand services available on the Volkswagen WE platform will be managed by UMI Urban Mobility International GmbH, Berlin (www.urban-mobility.io), a wholly-owned subsidiary of Volkswagen AG led by CEO Philipp Reth. UMI began operating this year with a team of approx. 30. As Philipp Reth commented: "Our customers expect an environmentally-friendly fleet that takes them to their destination quickly and at a fair price – and that is exactly the experience we will be delivering."

1) 2) 3) Study

About the Volkswagen brand: "We make the future real"

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 2017, Volkswagen delivered 6.23 million vehicles including bestselling models such as the Golf, Tiguan, Jetta or Passat. Currently, 198,000 people work for Volkswagen across the globe. The brand also has over 7,700 dealerships with 74,000 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.
