



The new ID.7



Press pack

for the camouflage reveal of the Volkswagen ID.7 at CES, Las Vegas in January 2023

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The new ID.7

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Key facts at a glance



New digital user experience

The customizable user interface in the ID.7¹ opens up a host of possibilities.



The ID.7 is based on the successful modular electric drive matrix (MEB)

The advantages of the MEB with short overhangs and a long wheelbase provide benefits for the interior. Resulting in the character of a luxury sedan that feels spacious.



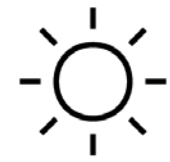
Launch of the ID.7 will take place this year

The ID.7 will be launched around the globe: in China, Europe, and North America.



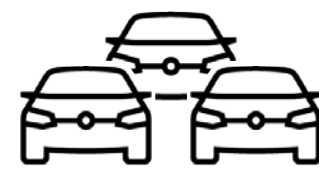
Aerodynamic design extends the range

The flowing design with its optimized aerodynamics reduces energy consumption and also helps to extend the ID.7's range to up to 700 kilometers² (WLTP).



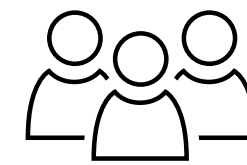
Unique experience in terms of climate and comfort

As the latest model of the ID. family, the ID.7 raises the bar when it comes to comfort and a sense of well-being.



Addition to the successful ID. family

The ID.7 is the sixth model in the ID. family, and extends the top end of the all-electric Volkswagen range as a spacious touring car.



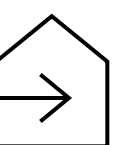
The CES is a meeting place for industry and a trend indicator

The ID.7 is one of the main attractions at the CES 2023. Since being established, the CES has evolved into the leading trade show for digital mobility.



Unusual camouflage concept

Unique vehicle paintwork will interactively light up the camouflaged ID.7 at CES.



At the CES (Consumer Electronics Show) in Las Vegas from January 5 to 8 2023, Volkswagen Group of America will give a preview of the ID.7. The first all-electric sedan based on the modular electric drive matrix (MEB) features smart camouflage. This unique technology with multi-layered paintwork is able to create light effects on areas of the vehicle. This is an interactive feature and symbolizes the next step in the digitalization of the future flagship model of the ID. family.

The ID. AERO³ concept vehicle initially presented in China has already given a preview of the new model, which embodies an aerodynamic design concept and is able to achieve ranges of up to 700 kilometers² (WLTP). After a six-year break, Volkswagen Group of America is returning to CES – the world's largest trade show for electronics – with a very special product.

Download an unformatted plain text version of the press pack here.



the all-electric

ID.7



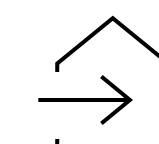


“With the new ID.7, we are rounding off the top end of our electric model range. The sedan will offer top-class technology and quality. The ID.7 is one of ten new electric models that we are planning to launch by 2026. Our goal? To offer suitable products for our customers in every segment.”

Thomas Schäfer
CEO of Volkswagen Passenger Cars



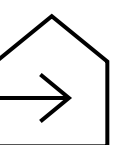
The ID.7 shows itself at CES in a luminous digital camouflage design.



New user experience

With customizable software and digital features, the new ID.7 offers an innovative digital user experience. An innovative operating concept and state-of-the-art technology for the air conditioning system ensure exceptional comfort.

- > **New display concept (HMI) with an augmented reality head-up display and a central 38-centimeter (15") screen**
- > **Newly developed air conditioning concept – intelligent and electronically controlled air vents create the ideal interior climate**



Enhanced user experience based on customer feedback

As the latest model based on the MEB, the ID.7 raises the bar when it comes to comfort and a sense of well-being and offers an innovative digital user experience. The focus is on customizable software and digital features. Volkswagen has acted on customer feedback and improved the user experience in the relevant areas.

- A host of innovations come as standard in the ID.7:
- > the new display concept (HMI), including a new layout of the touch controls and space for personal favorites
 - > the augmented reality head-up display (AR head-up display)
 - > a 38-centimeter (15") screen
 - > illuminated touch sliders
 - > new air conditioning controls integrated into the first level of the Infotainment system

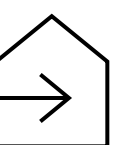
The ID.7 offers a new display concept (HMI) with the air conditioning system being operated on the first level.



The climate control system can be operated via illuminated touch sliders.

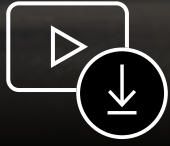
The ID.7 offers an innovative climate and comfort experience

The new air conditioning concept with intelligent vents offers a range of functions. For instance, the ID.7 can detect when the driver is approaching based on their key, and will already start to cool the interior on hot summer days or heat the interior on cold days before they get into the vehicle. Newly designed "Smart Air Vents" control the flow of air and move dynamically to distribute the air over large areas as quickly as possible. If there are passengers in the car, the air can be directed towards the body or ventilate the interior indirectly. These functions are visible on the new large display at all times and can be activated and saved for each user.





"The Smart Air Vents in the ID.7":
Download the movie here.



While the vehicle is in motion, users can select one of the pre-configured modes to create their ideal climate. These modes include a focused flow of air that is directed towards the body, diffuse ventilation, or targeted alternation of both functions. The system links a driver's current

settings (e.g. selected temperature of the automatic air conditioning or heating for the feet) with the key used and reactivates the same settings for the next journey – even if a different key has been used in the meantime, and different ventilation settings have been applied.

Special requests can be activated using voice commands. If the user says "Hello Volkswagen, my hands are cold", the digital air conditioning system responds by launching a specific program that activates the steering wheel heating and, at the same time, directs air towards the hands for five minutes. The intelligent system also responds to different temperature zones, such as sun shining brightly on one side of the vehicle, and regulates the air conditioning in the vehicle differently for the respective areas. In the ID.7, the air conditioning controls are embedded in the first operating layer, which means that they can be operated at any time using the illuminated touch sliders.

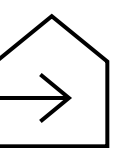
Steering wheel heating and ventilation control work together in a targeted manner thanks to intelligent programs.



Illuminating appearance

The ID.7's intelligent vehicle concept is also reflected in its appearance. The unique digital camouflage concept that will be presented at CES is truly eye-catching.

- > **Digital camouflage design with unique luminous vehicle paintwork**
- > **40 layers of paint and 22 areas of the vehicle that can be activated individually**
- > **QR codes act as an interface between the physical and digital worlds**



Unusual camouflage concept is interactive

At CES in Las Vegas, Volkswagen will demonstrate the intelligence of the ID.7 in a very special way. The sedan features a digital camouflage design with unique paintwork, which lights up the ID.7 interactively. Around 40 layers of paint have been applied, some of which are conductive, while others have insulating properties. A total of 22 areas of the vehicle can be controlled separately and are electrified below the top layer of paint (electroluminescence) so that they light up.

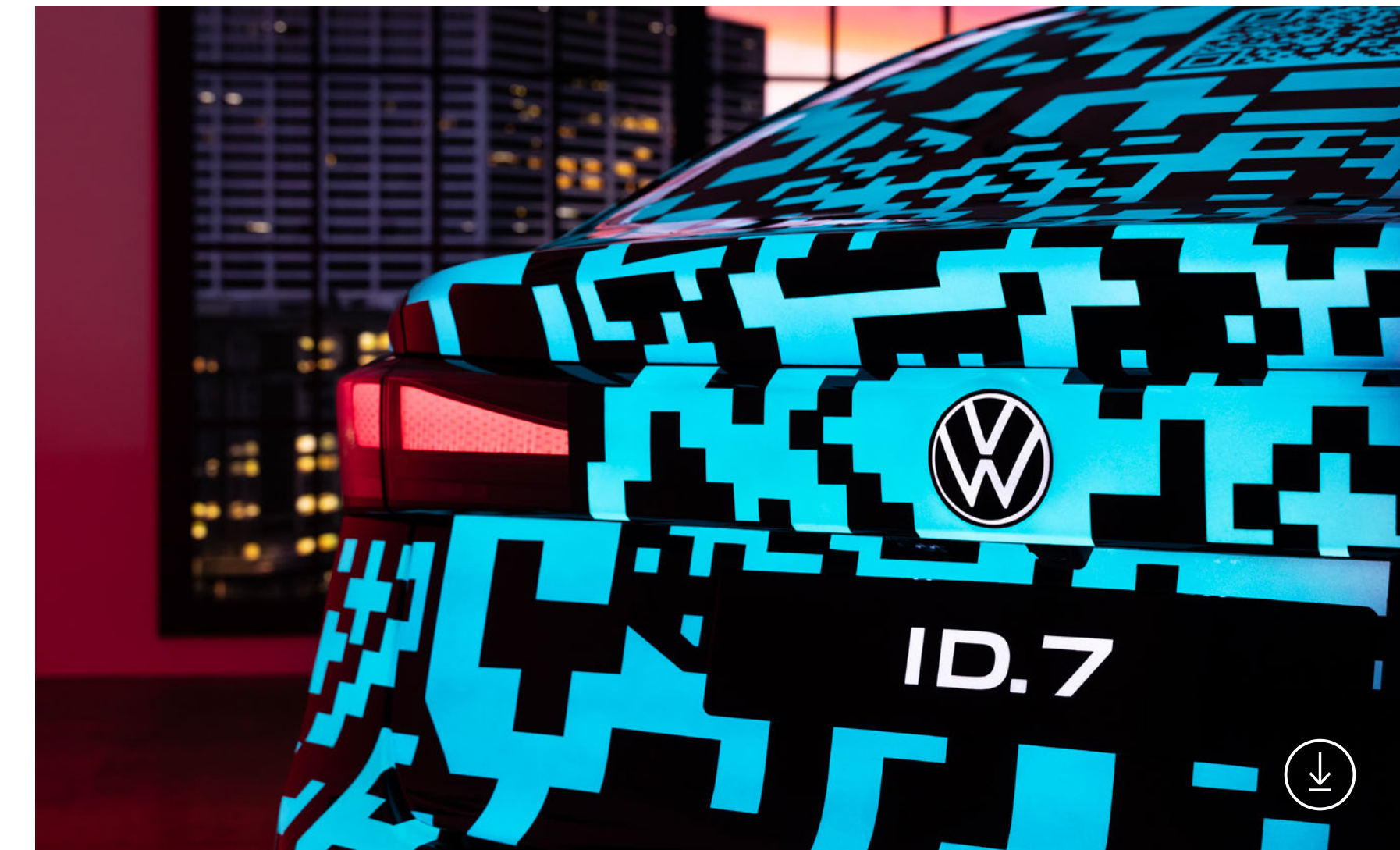
The digital camouflage design of the ID.7 captivates with unique luminous vehicle paint.



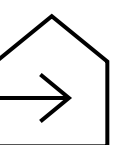
40 paint layers and 22 areas that can be controlled individually allow for unique lighting effects.

If all this is connected to a sound system, the rhythm is visualized by illumination of individual areas. The targeted use of light is a key stylistic element of the current Volkswagen brand appearance, and this is also cleverly implemented in the overall look of the ID.7.

The QR codes on the hood, the two sides, and the rear lid provide an interface between the physical and digital worlds. The entire camouflage also takes the QR code theme further, and thus masks the contours of the final production vehicle.



QR codes on the hood, both flanks, and the tailgate serve as the interface between the physical and digital worlds.

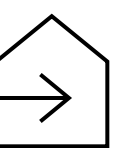


MEB

as a strong platform

The ID.7 is based on the Volkswagen Group's successful modular electric drive matrix (MEB). Since the first ID.3 models were handed over to customers in September 2020, Volkswagen Passenger Cars alone has delivered more than 500,000 ID. family models worldwide.

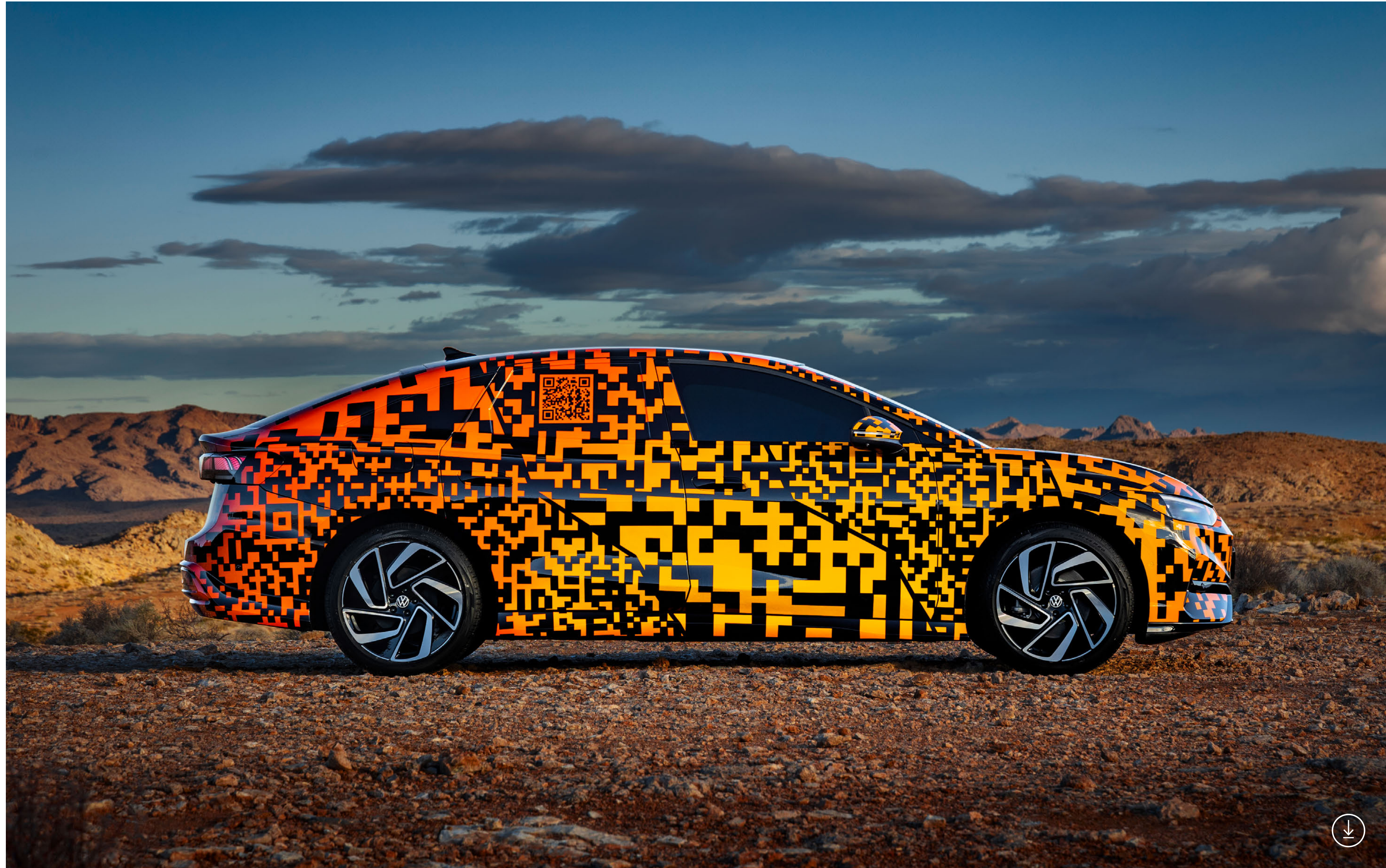
- > **The aerodynamic design and vehicle form help increase the range to up to 700 kilometers² (WLTP).**
- > **Generous interior space thanks to MEB and a long wheelbase of 2.97 meters**



MEB permits realization of an aerodynamic design and a generous interior concept

In terms of its style, the ID.7 follows the design language of the fully electric ID. model family. The characteristic features include the aerodynamic front section and roof, which both help to reduce energy consumption and increase the range. Air intakes located at the front guide the air flowing through them down the sides of the vehicle, to the rear in a targeted way. They form an air curtain in the front bumper, which calms the air flow at the sides of the vehicle. The roof slopes to the rear, contributing to the ID.7's excellent drag coefficient. The ID.7 has a range of up to 700 kilometers² (WLTP).

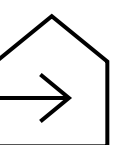
Like all other models in the ID. family, the ID.7 is based on the Volkswagen Group's MEB. Thanks to its flexibility, the platform designed exclusively for electric vehicles allows a wide range of different models to be produced, from compact cars and spacious SUVs, through to family vans suitable for camping. The battery system is located in the underbody, between the axles. Making it easy to change the wheelbase and track. The advantages of the MEB with short overhangs and a long wheelbase of 2.97 meters benefit the interior of the ID.7, among other things. In comparison, the wheelbase of the ID.3⁴, ID.4⁵, and ID.5 is 2.77 meters. In the ID.7, this results in the character of a luxury sedan that feels extremely spacious.

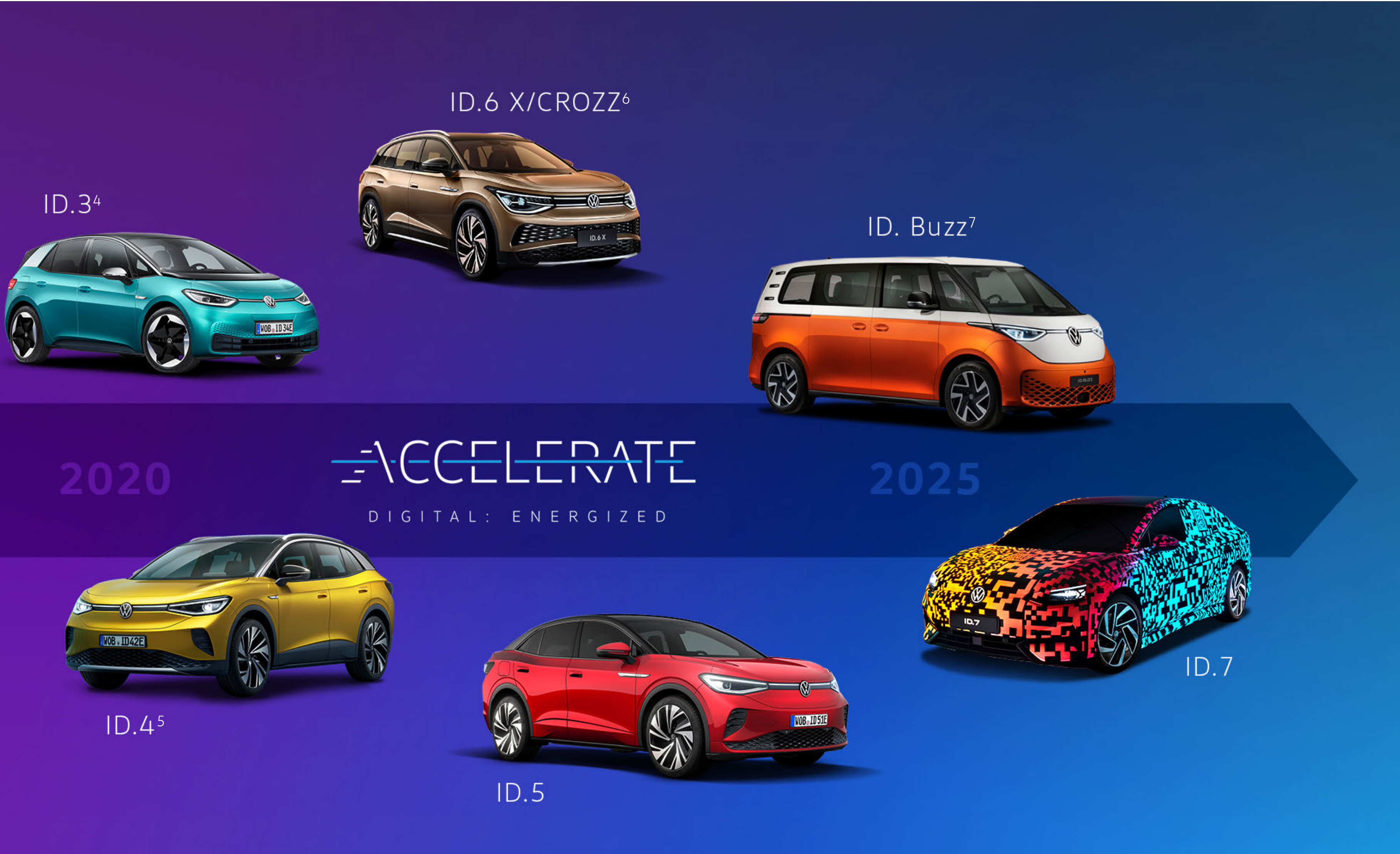


The sixth model in the **ID. family**

The ID.7 continues the success story of the ID. family. Following the ID.4, it is the second global vehicle Volkswagen model based on MEB and will be launched in the three primary markets of China, Europe, and North America.

- > **Expansion of the ID. family in the high-volume premium mid-size segment**
- > **Market launch in 2023**
- > **Vehicles for Europe to be produced in Volkswagen's Emden plant**





ID.3⁴

ID.6 X/CROZZ⁶

ID. Buzz⁷

2020

ACCELERATE
DIGITAL: ENERGIZED

2025

ID.4⁵

ID.5

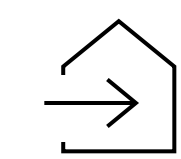
ID.7

**Volkswagen’s electric mobility campaign:
500,000 vehicles based on the MEB already delivered**

With its ID.7 sedan, Volkswagen is expanding its successful fully electric ID. family in the high-volume premium mid-size segment and advancing its electric mobility campaign with the ACCELERATE strategy. Volkswagen has already reached the first milestone: Since the first ID.3 models were handed over to customers in September 2020, more than 500,000 ID. family models have been delivered worldwide – almost one year ahead of schedule and despite the ongoing supply chain difficulties.

After the ID.3⁴, ID.4⁵, ID.5 and ID.6⁶ (only available in China) models and the new ID. Buzz⁷, the ID.7 will be the sixth model from the ID. family and Volkswagen’s second global model to be based on the MEB, after the ID.4. The world premiere is planned for the first half of 2023. The electric sedan is scheduled to be launched in China and Europe in the same year, with North America following in 2024. The vehicle will be released in China first. Like with the ID.4 and ID.6 previously, two variants will be available in China – one produced by the SAIC Volkswagen joint venture and one by the FAW Volkswagen joint venture.

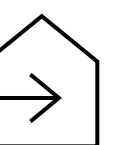
The ID.7 for the European market will be produced at the Volkswagen Emden plant. After the ID.4, it will be the second model based on the modular electric drive matrix to be built in Emden. Preparations for the start of production in the East Frisian region of Germany are already well underway: around 1,600 employees are getting everything ready to make sure production starts on schedule.



VW x CES 2023

Volkswagen made a conscious decision for the ID.7 to make its first public appearance at CES. The event in Las Vegas has evolved into the leading trade show for digital mobility.

- > **CES is a meeting place for industry and a trend indicator**
- > **ID.7 in a digital camouflage design with smart effects and a QR code**
- > **Volkswagen Group of America pavilion on the site of the Las Vegas Convention Center (LVCC) with camouflage look**



The leading trade show for digital mobility: CES 2023

A conscious decision was made to premiere the ID.7 at CES in Las Vegas. The event has evolved into the leading trade show for digital mobility. The industry meeting place is regarded as a trend indicator, and has served as a global platform for businesses to share innovative technology for more than five decades. CES connects and inspires important industries from across the globe. It highlights trends that are also becoming increasingly important for Volkswagen in the age of digital mobility and that underscore the company's ongoing transformation into a software-driven and data-driven provider of sustainable mobility.

Volkswagen made its debut appearance at the CES back in 2015. With the Golf R Touch⁸, the company showcased the world's first compact car to feature controls that could be operated using gestures. In addition, with its most connected vehicle to date – the Connected Golf – Volkswagen also presented the latest generation of its Infotainment system (MIB II), which received the CES Editor's Choice Award.

The ID.7 will be one of the main attractions at CES 2023. With its new digital user experience and focus on customizable software and digital features, the all-electric sedan embodies Volkswagen's goal to bring interaction between its vehicles and customers to a whole new level.



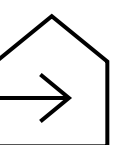
With its digital camouflage design, the ID.7 is one of the headliners at CES.



The ID.7 is emblematic of VW's aspiration to take the interaction between vehicle and customer to a new level.

However, it is not only the ID.7 that will be turning heads this year, Volkswagen's entire trade show presence will also be stealing the show. The vehicle's unusual camouflage look will also be reflected on the Volkswagen Group of America's pavilion at the Las Vegas Convention Center (LVCC).

The QR code acts as an interface between the physical and digital worlds, with a large version incorporated into the roof. The pavilion's interior will be dimmed to enhance the smart lighting effects on the ID.7's digital camouflage design and better set the scene for Volkswagen's next step towards electric mobility.





“With the ID.7, we are underlining our goal to offer high-quality technology and innovations in the high-volume premium mid-size segment. As the leading trade show for digital mobility, CES symbolizes this perfectly, and is an important benchmark for Volkswagen.”

Kai Grönitz

Member of the Volkswagen Brand Board of Management, responsible for Development



Media library

Images

See here for all images of the ID.7, Volkswagen's new all-electric sedan.



Exterior, dynamic 3/4 front



Exterior, dynamic 3/4 rear



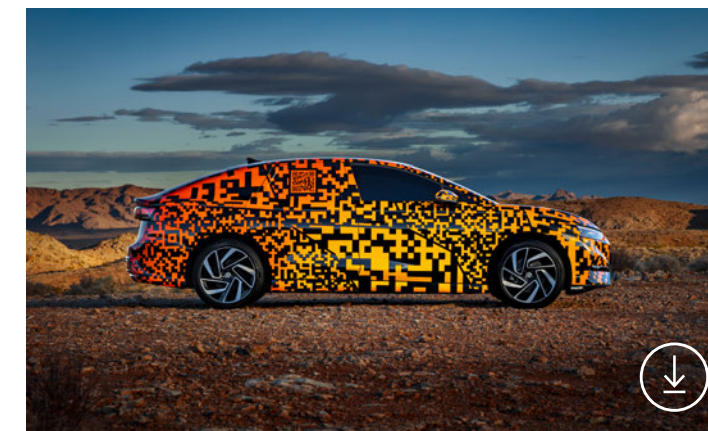
Exterior, static 3/4 front



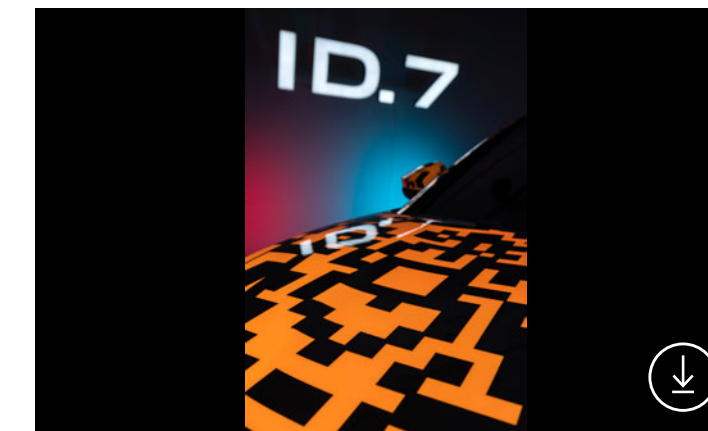
Exterior, static 3/4 rear



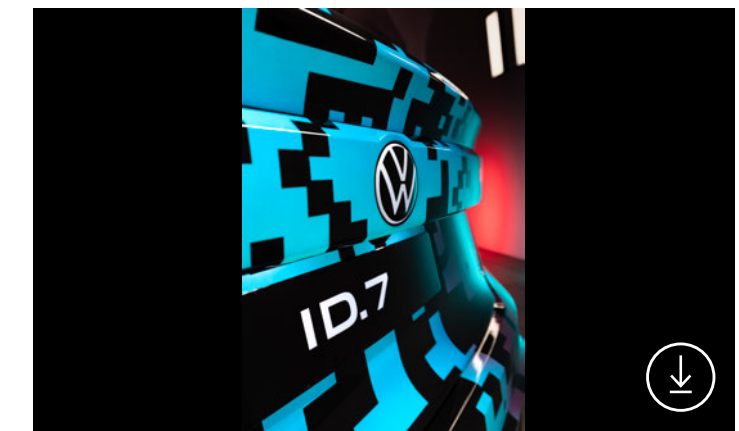
Exterior, static rear



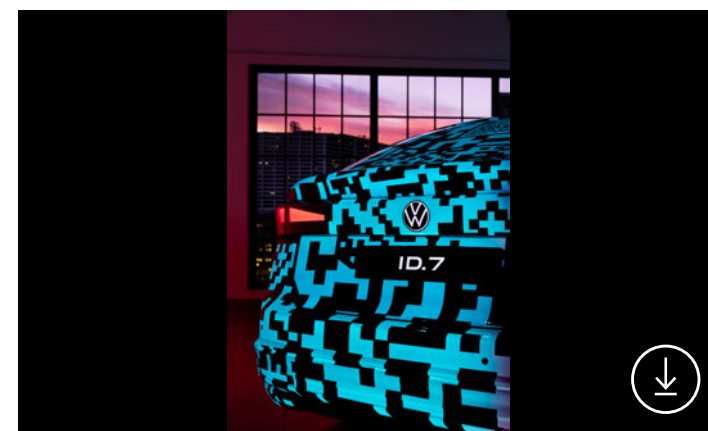
Exterior, static side



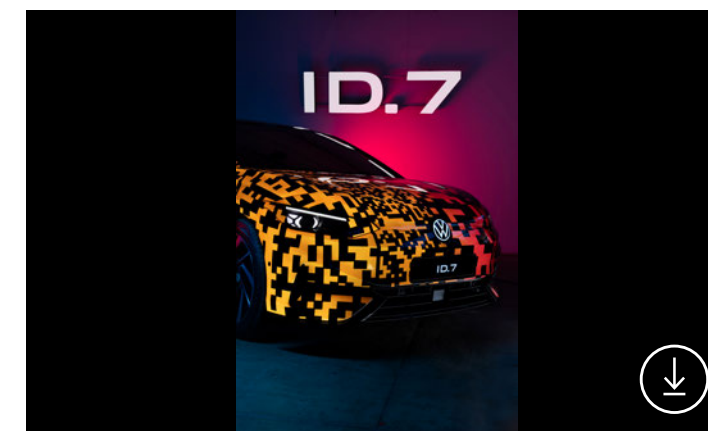
Exterior, detail QR code



Exterior, detail badge



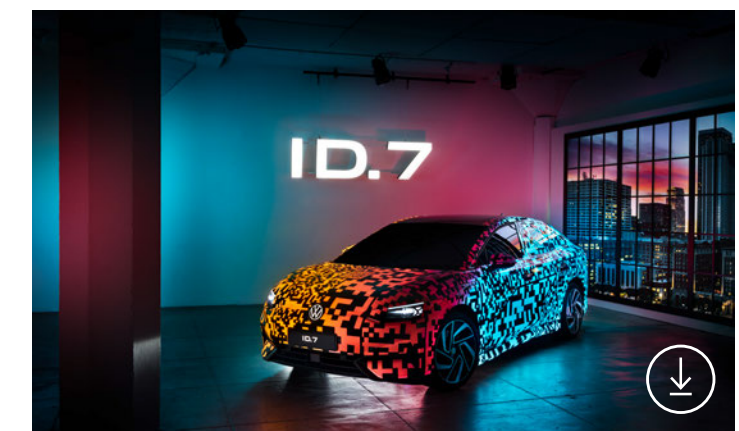
Exterior, detail rear



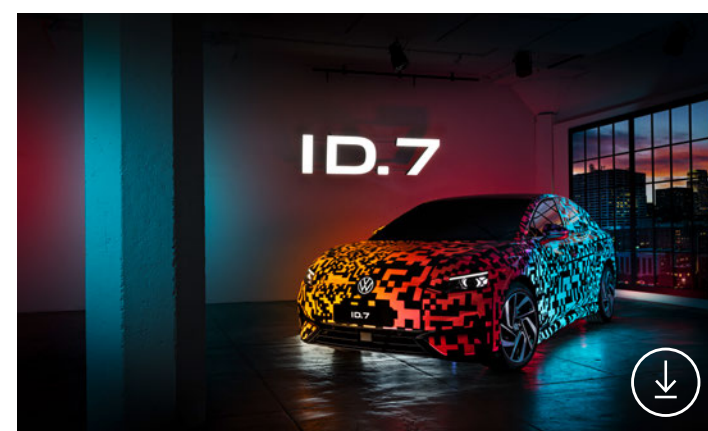
Exterior, detail front



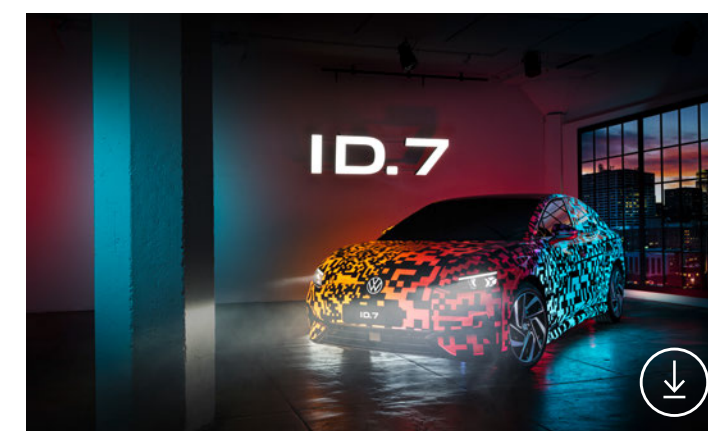
Exterior, detail rear



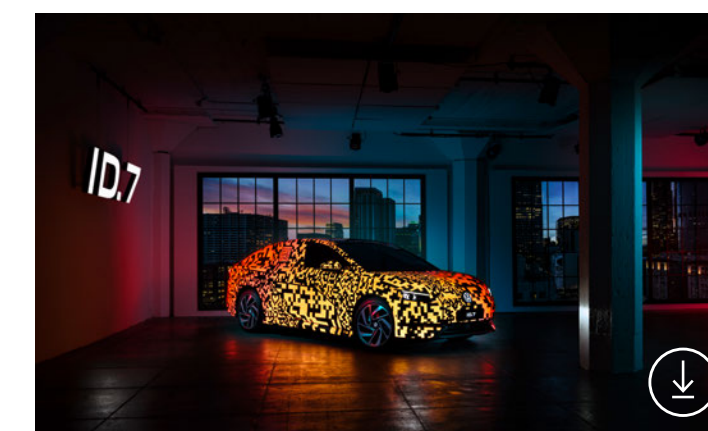
Exterior, static 3/4 front



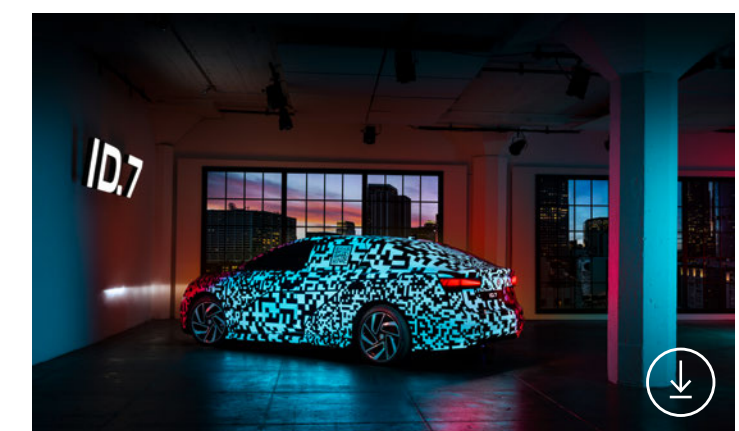
Exterior, static 3/4 front, deep angle



Exterior, static 3/4 front, Headlights



Exterior, static 7/8 front

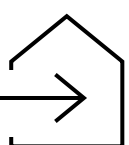


Exterior, static 7/8 rear

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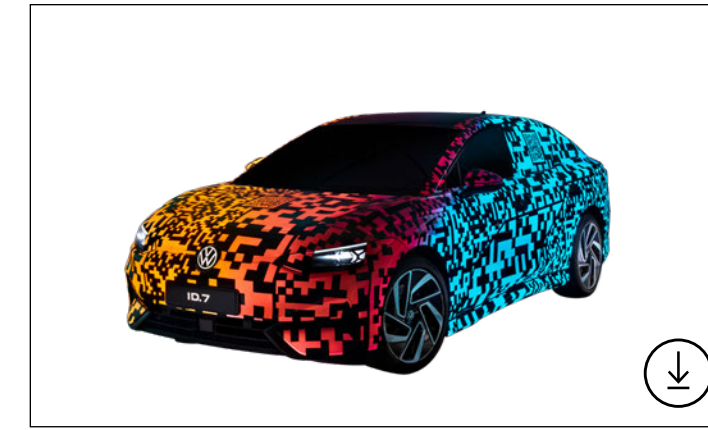


Media library Images

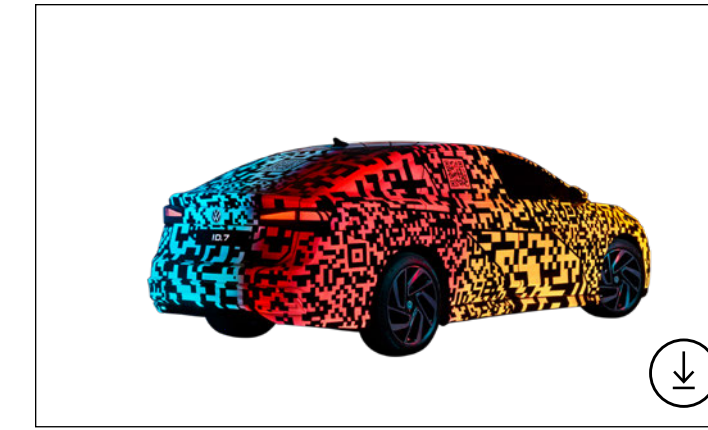
See here for all images of the ID.7,
Volkswagen's new all-electric sedan.



Exterior, static 7/8 rear



Crop, 7/8 front



Crop, 7/8 rear



Interior, air conditioning



Interior, steering wheel heating



Interior, operating concept (HMI)

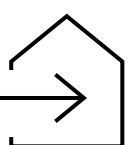


Interior, illuminated touch sliders

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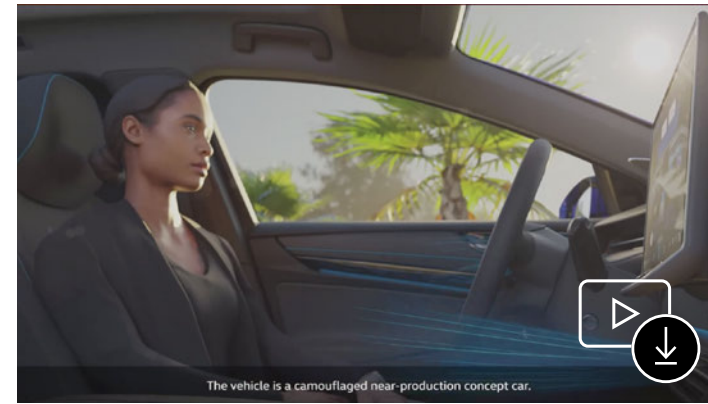
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Media library

Videos

See here for all images of the ID.7,
Volkswagen's new all-electric sedan.



Video: "ID.7 Smart Air Vents"

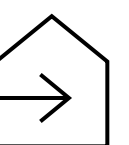


Video: " Smart Air Vents" (Teaser)

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1 Camouflaged near-production concept vehicle – The vehicle will not be available for sale.

2 Forecast range for the completion of cycles in accordance with the Worldwide harmonized Light vehicles Test Procedure (WLTP) on the rolling test bed (not series production version). WLTP range values for series production vehicles may differ depending on the equipment. In practice, the actual range will deviate depending on the driving style, speed, use of convenience/auxiliary consumers, outdoor temperature, number of passengers/load and topography.

3 ID. AERO – The vehicle is a concept car.

4 ID.3 – Power consumption in kWh/100 km: combined 16.4–15.2; CO₂ emissions in g/km: combined 0. Only consumption and emission values in accordance with WLTP are available for the vehicles; no NEDC figures are available.

5 ID.4 – ID.4 Pro Performance 150 kW (204 PS) – Power consumption combined in kWh/100 km: 16.5; CO₂ emissions combined in g/km: 0. Only consumption and emission values in accordance with WLTP are available for the vehicles; no NEDC figures are available.

6 ID.6 – The vehicle will not be offered for sale in Germany.

7 ID. Buzz – ID. Buzz Pro power consumption combined in kWh/100 km: 21.7–20.6; CO₂ emissions combined in g/km: 0. Only consumption and emission values in accordance with WLTP are available for the vehicle; no NEDC figures are available.

8 Golf R Touch – The vehicle is no longer offered for sale.

Where ranges are stated, the values for consumption and CO₂ emissions depend on the selected vehicle equipment.

