

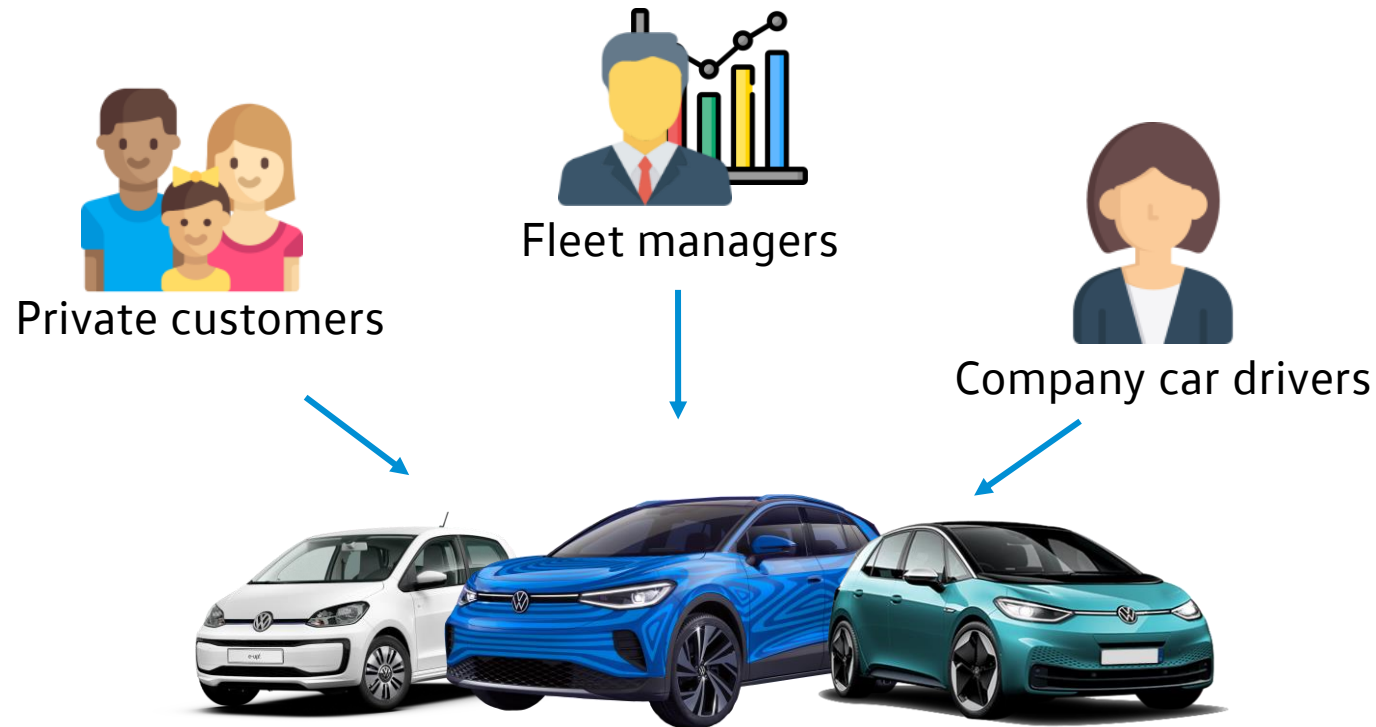


Media workshop system changeover e-mobility | March 2020

What does an electric car cost?

Dr. Silke Bagschik, Head of Sales and Marketing, Product Line e-Mobility, Volkswagen

Our customers are increasingly adapting to e-mobility – and are looking forward to the ID.3.

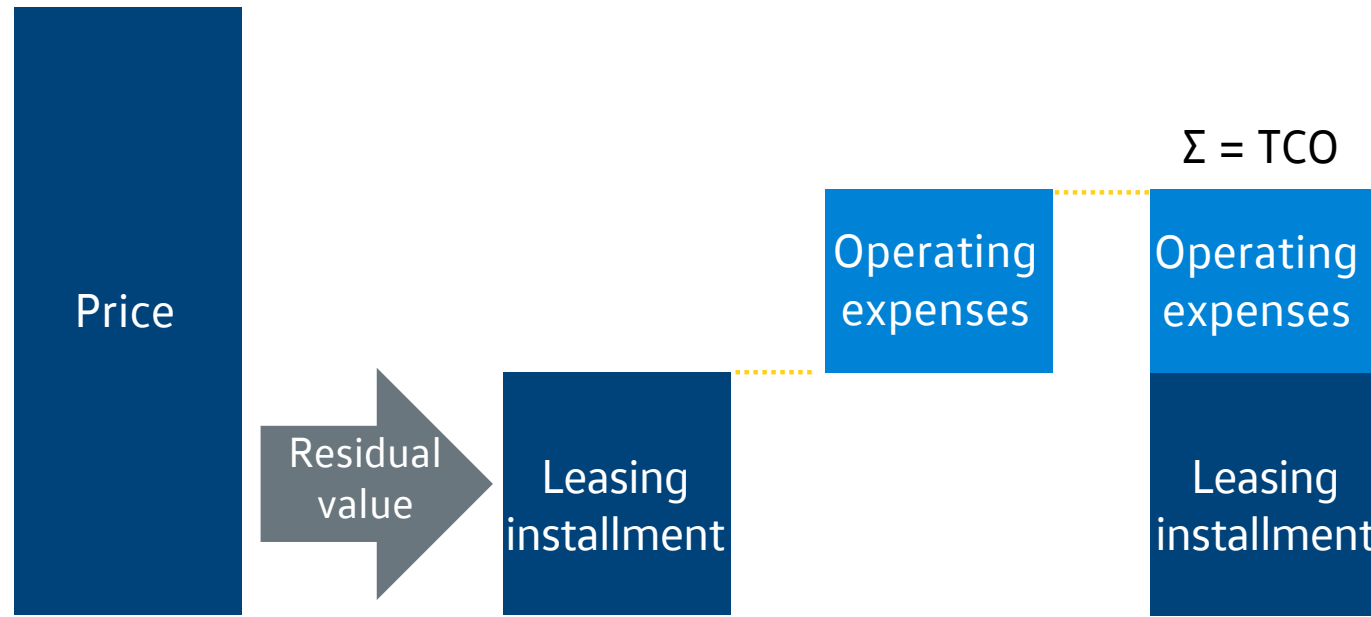


Status quo

- **Broad interest** in the ID. family and the e-up!
- **Over 35,000 pre-booking customers** in Europe
- Momentum strengthened by **monetary incentives** (bonuses) and **regulation** in cities



When it comes to e-mobility, customers must look at total cost of ownership.



Example: ID.3

Total cost calculation

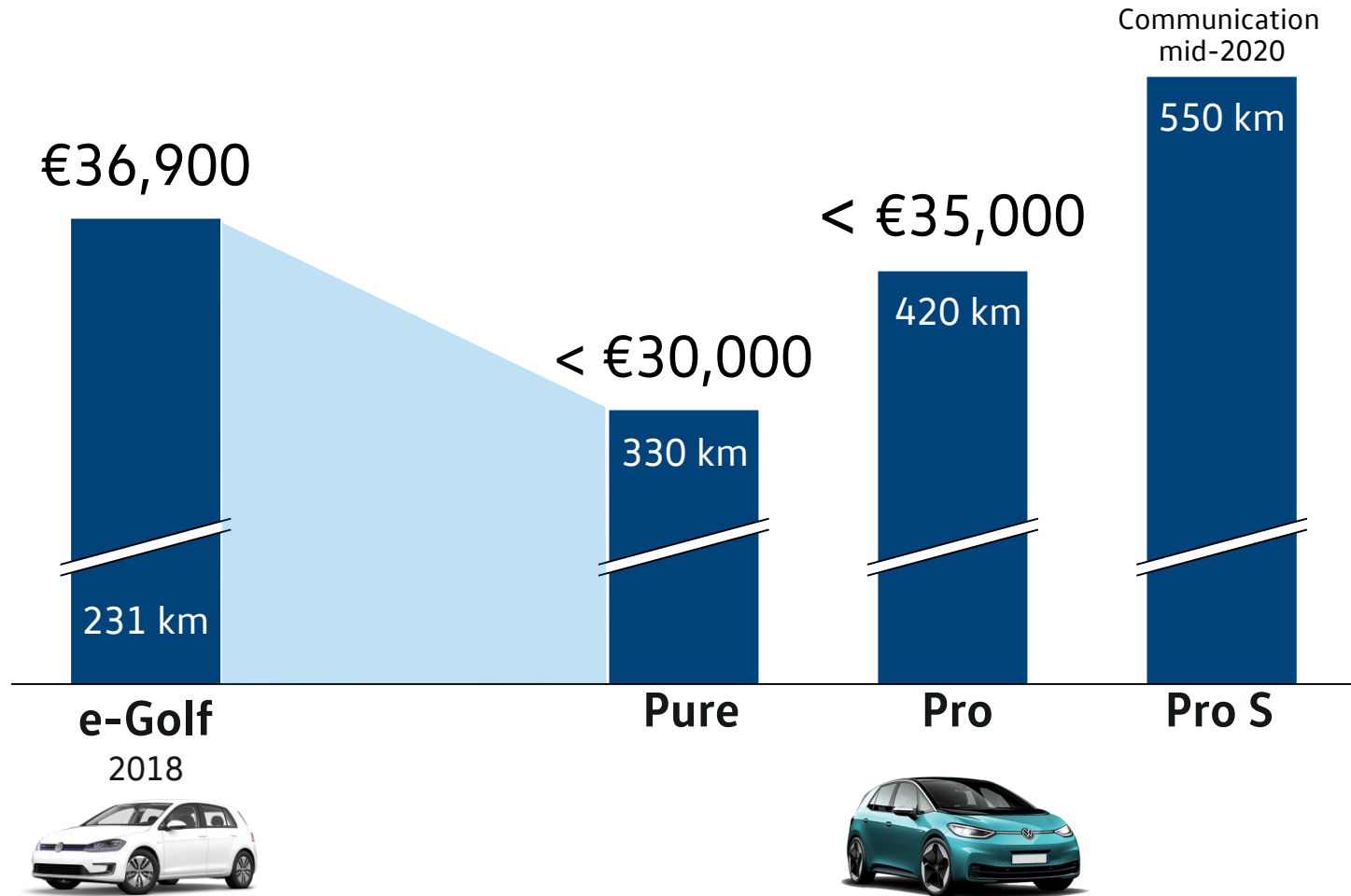
Elements:

- Purchase price
- Residual value
- Operating expenses (insurance, maintenance, charging power, road vehicle tax)

TCO = Total Cost of Ownership



ID. family: Longer range, much lower prices.



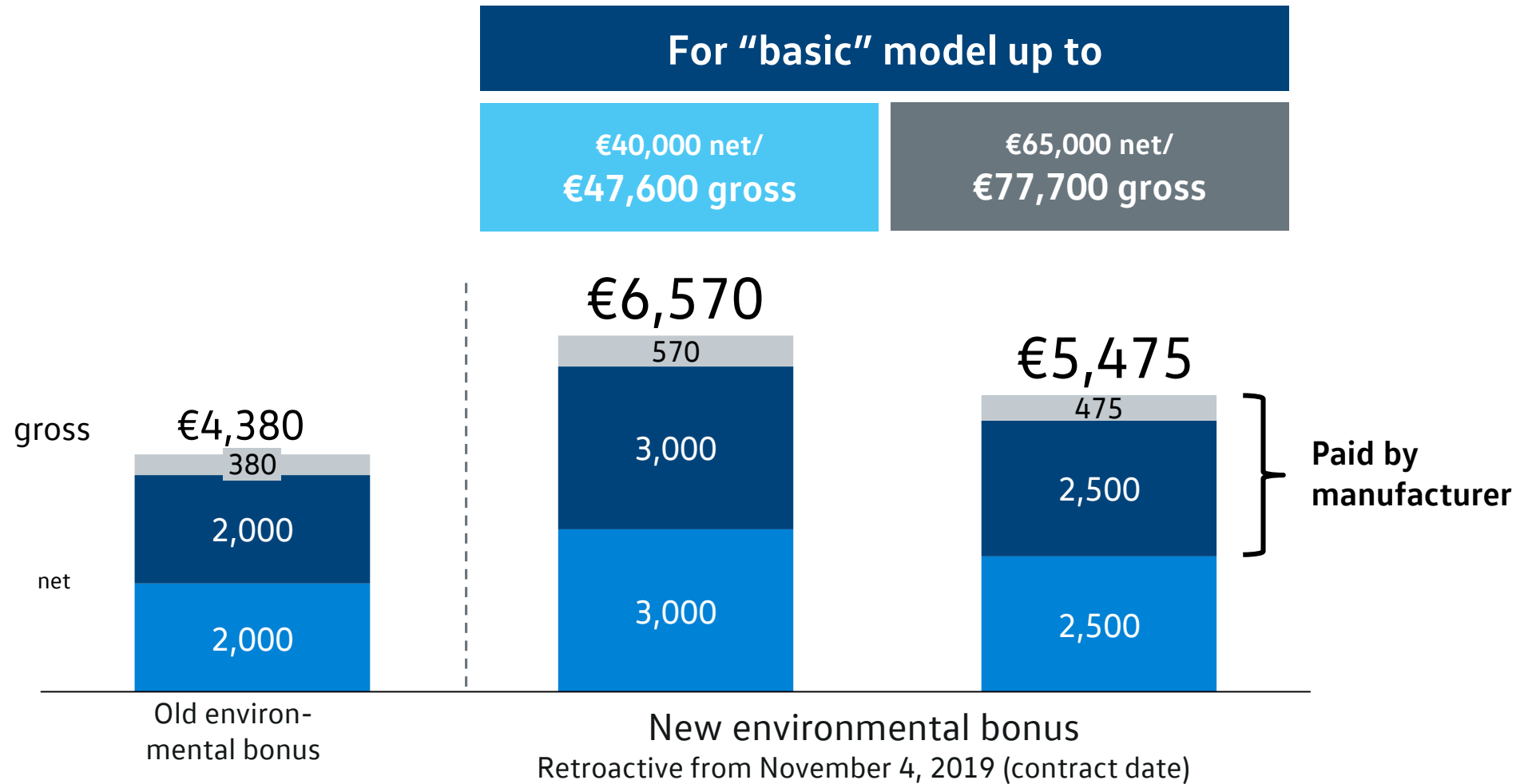
ID. family

Attractive prices due to:

- Dedicated electric platform (MEB)
- High economies of scale through Group-wide use
- Progress in battery prices



Environmental bonus for buying and leasing significantly increased and extended until 2025.



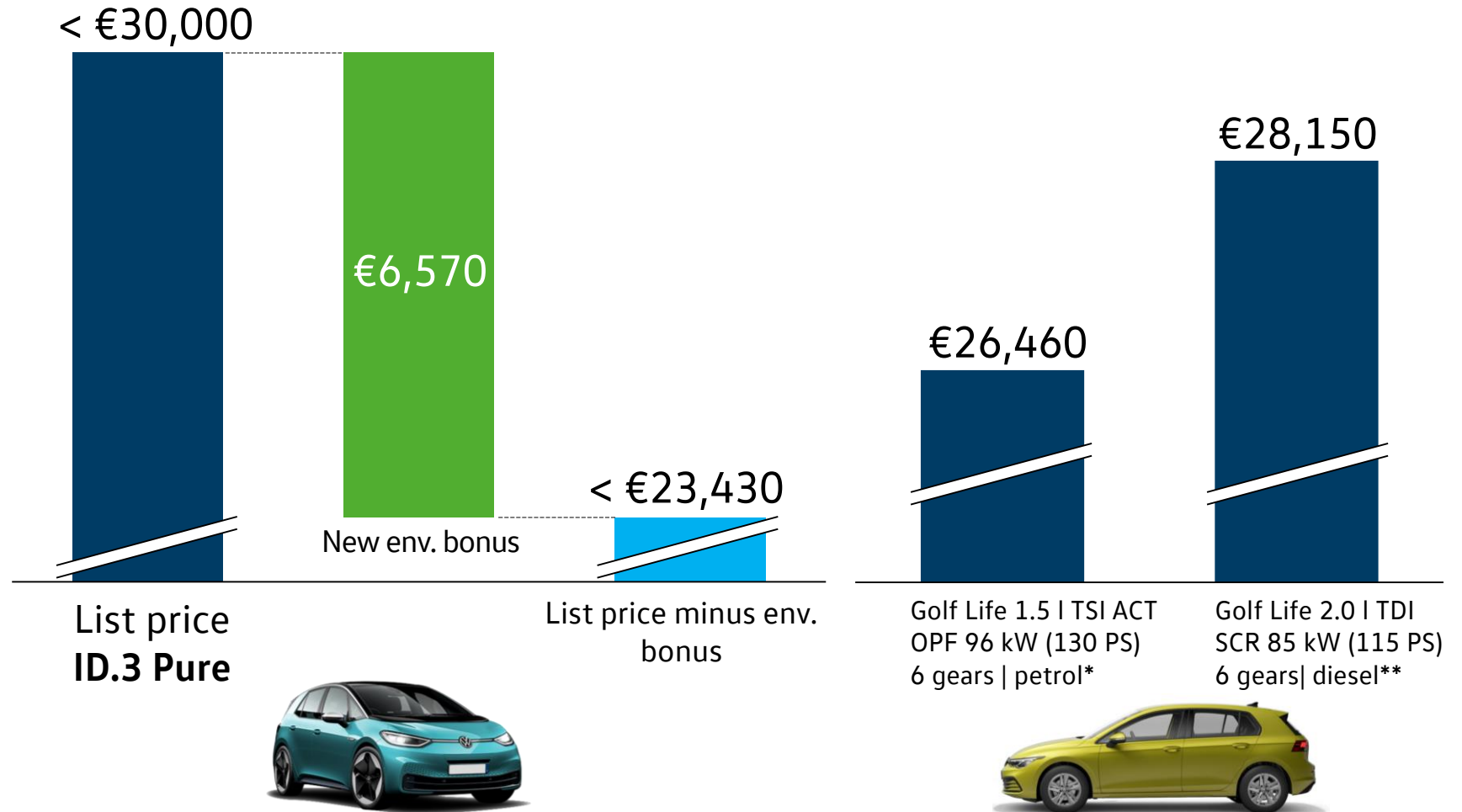
VAT OEM
 Share OEM
 Share govt.



After the environmental bonus has been deducted, the ID.3 is on a par with or slightly below the level of a comparable ICE.



Comparison
entry-level models:
ID.3 Pure vs. Golf Life
(entry-level engines)



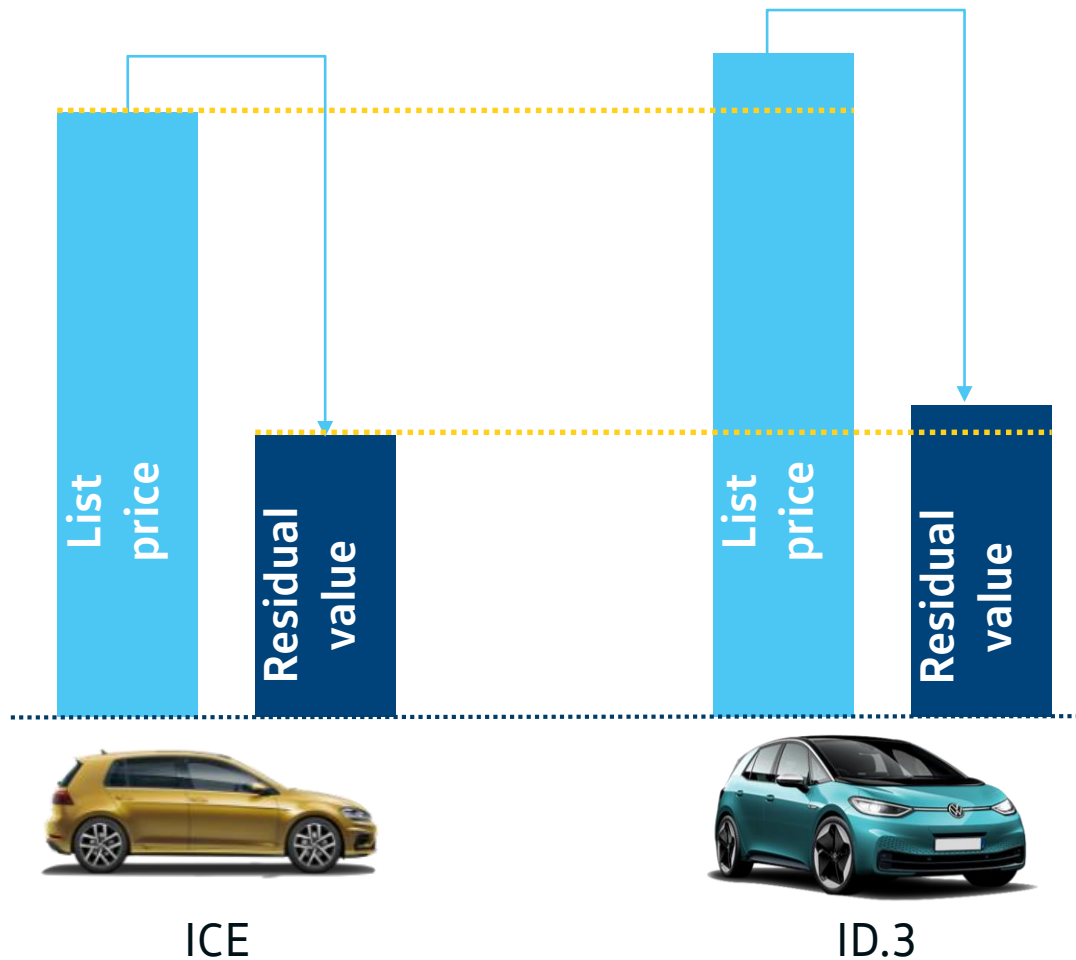
ID.3: The vehicle is not yet available for sale in Europe

Golf Life 1,5l TSI 96 kW/130 PS: Fuel consumption combined: 4.7 l/100km and CO₂ emissions combined: 108 g/km

Golf Life 2,0l TDI 85 kW/115 PS: Fuel consumption combined: 3.5 l/100km and CO₂ emissions combined: 91 g/km



Going forward, the new electric cars will have good residual values.



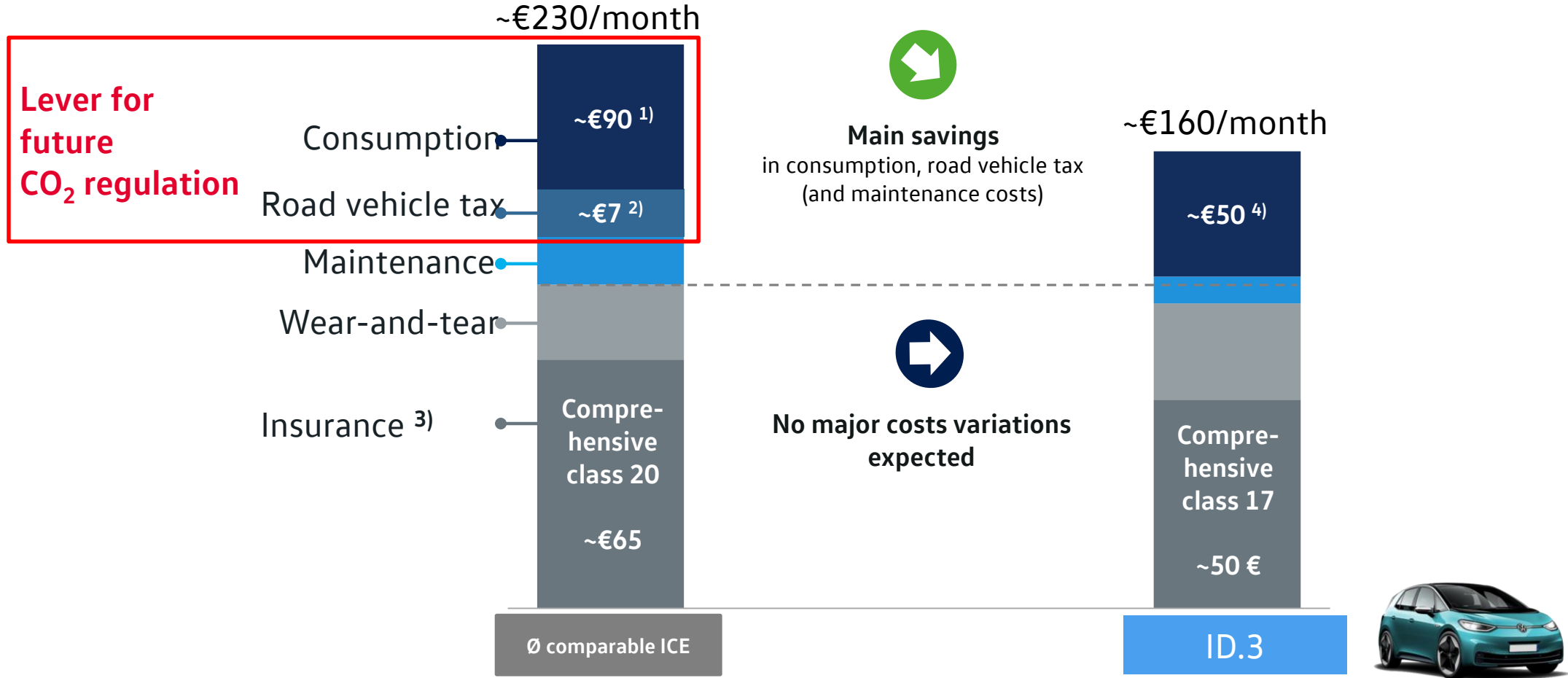
Residual values

ID. family is a secure investment:

- Rising demand for used BEVs
- Benefits re. operating expenses
- No major advances in technology in coming years expected = current models remain attractive
- Battery guarantee of 8 years or 160,000 km



Monthly operating expenses for the ID.3 are approx. €70 cheaper.



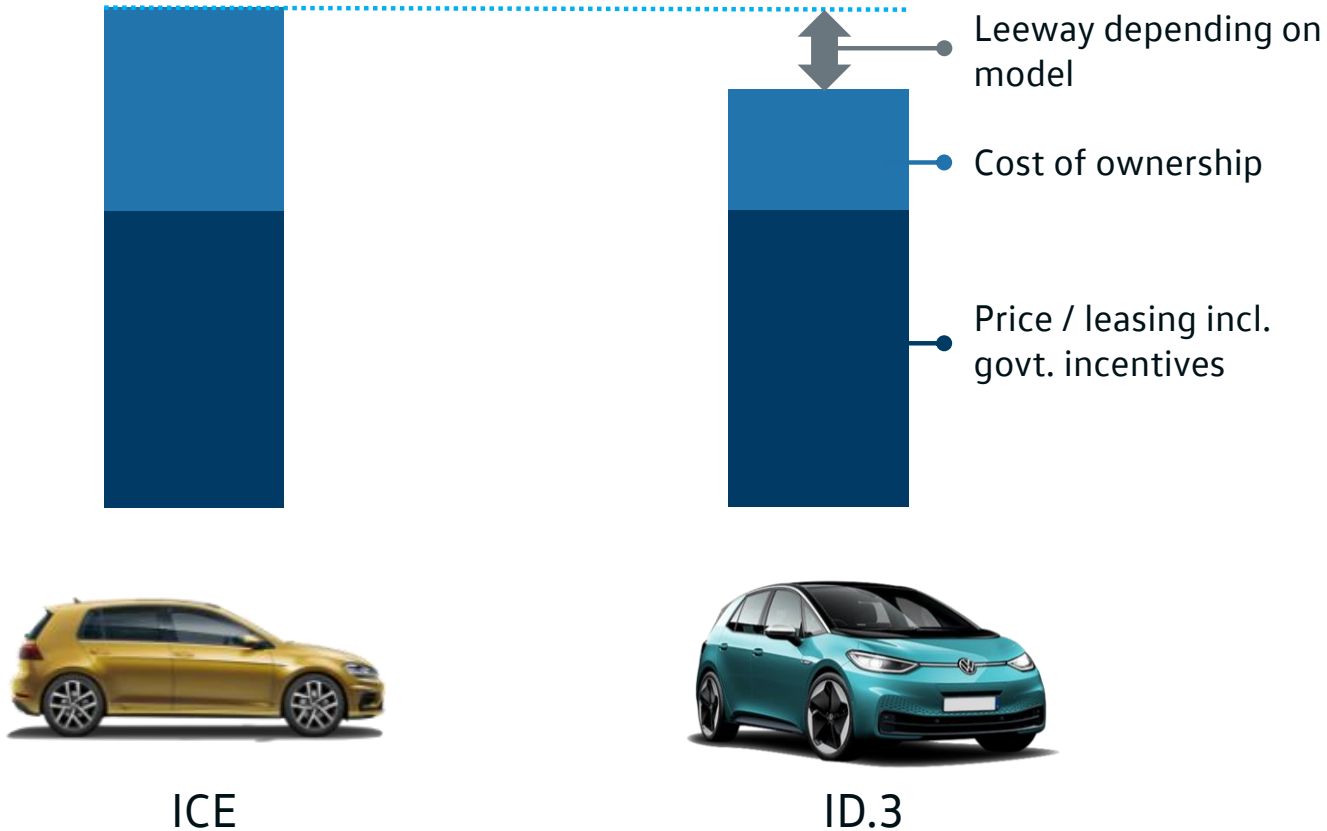
¹⁾ petrol engine, consumption: 5 liter, petrol price: € 1.46 /liter | ²⁾ 1 - 1.5 liter petrol engine, 124-128 g CO₂/100 km

³⁾ insurance based on no-claims classes: 70% comprehensive, 60% third-party liability | ⁴⁾ based on consumption of 13.4 kWh and electricity price of €0.31 per kWh

ID.3: The vehicle is not yet available for sale in Europe



In terms of TCO, electric cars are on a par with or slightly below the level of comparable ICEs.



Total costs

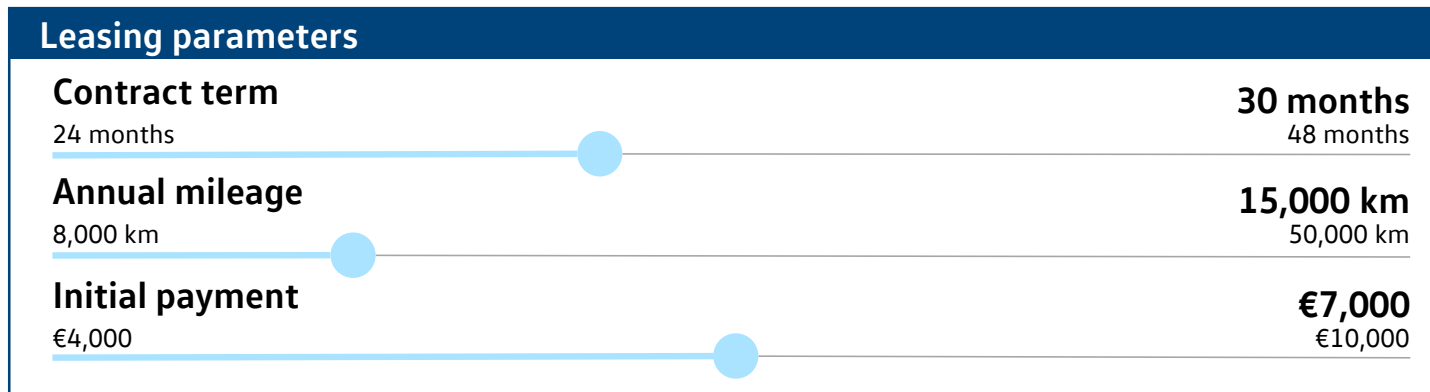
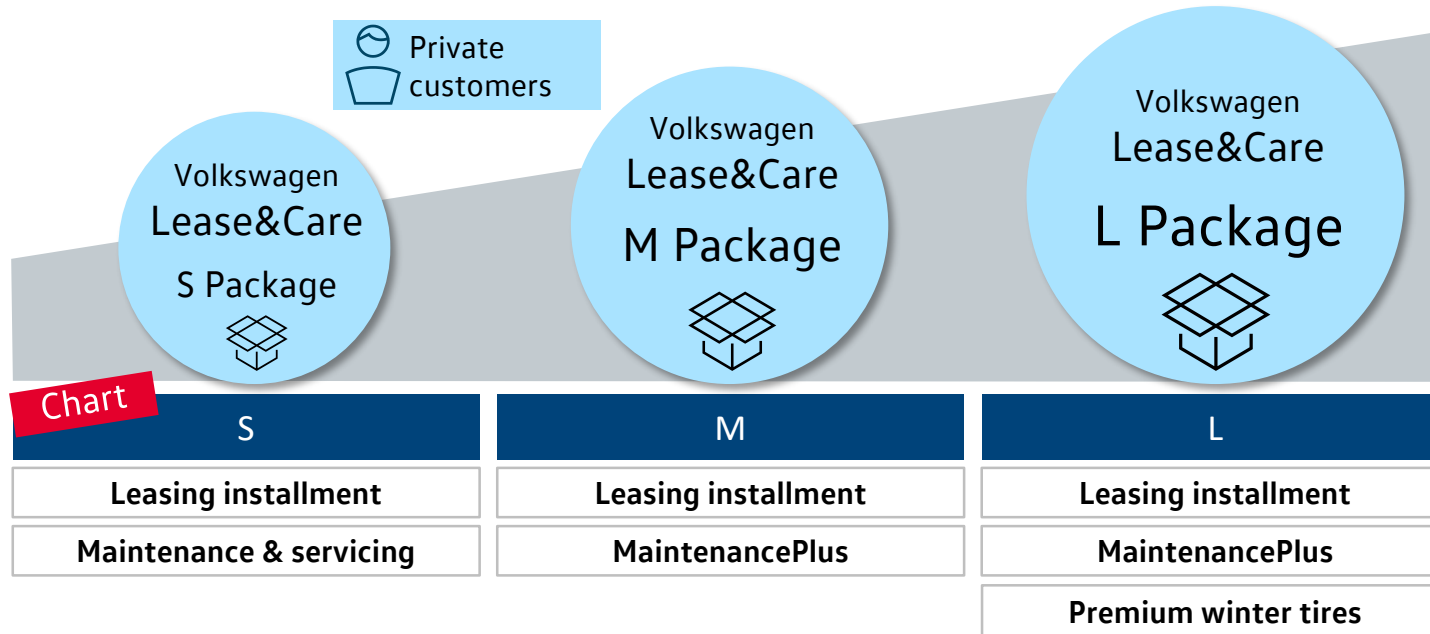
BEVs offer significant benefits:

- Government incentives (environmental bonus)
- Lower consumption costs
- Tax exemption
- (Lower maintenance costs)

The bottom line is that the higher list prices for electric cars are (more than) offset.



Volkswagen is focusing on attractive leasing options to make the switch to e-mobility even easier.



Leasing

Advantages of leasing an electric car

- Reduces uncertainty
- No risk of loss of value
- Care-free use thanks to service offerings
- Predictable, constant costs
- Always the latest technology

Additional offerings: Wallbox (from €399), We Charge charging card (e.g. IONITY from 30ct/kWh).

* Details of package elements and prices will not be announced until market rollout.



SUMMARY

- ▶ The ID.3 is also highly attractive in financial terms: The environmental bonus makes it much more attractive than a comparable ICE.
- ▶ Price is no longer an argument against electric cars, but rather in favor of them.
- ▶ Operating expenses advantages improve ID.3 pricing even further.
- ▶ Leasing options make it easy to switch and reduce uncertainty.

