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## Outlook for Volkswagen's future in China

Volkswagen has unveiled the ID Code study at Auto China 2024, which is intended to showcase a new global SUV design language from the Wolfsburg-based company. At the same time, the concept vehicle also gives an indication of the brand's future direction in the world's largest car market, where they are still the market leader with combustion engines, but are lagging behind the growing domestic competition, above all BYD, when it comes to electric cars. The ID Code is the first e-model to be developed specifically for customers in China.

VW is thus following its "In China, for China" strategy. This includes its own product portfolio with accelerated electrification of the models, a brand and design language specially developed for the Chinese market and local technical development with local partners in order to increase the speed of innovation. In this respect, the show car is a first "outlook on the future of VW in China", says brand boss Thomas Schäfer, "with a new design language, new technology standard and a holistic brand experience - specially tailored to the needs and wishes of our Chinese customers."

And they are looking for digital convenience and technical gadgets. This is why the electrically powered ID Code, which with its flowing forms and coupé-like shape is more reminiscent of a Gran Turismo than an SUV in the five-metre class and can be driven both conventionally and fully automatically according to Level 4, is not only a car, but also a digital avatar that reacts to other road users and provides its owners with a wealth of information and feedback.

For example, via an interactive light crossbar under the hood, the so-called "3D Eyes", and an LED screen in the partially transparent front section. When the driver or an authorized user approaches, the systems are activated. The car then starts a visual and acoustic welcome scenario, depending on the time of year, and provides the driver and guests with current weather forecasts for the next two hours. In autonomous driving mode, the lighting systems in the front section and the rear light crossbar, which is also equipped with "3D-Eyes", interact with other road users.

Chinese customers are also sure to be impressed by the "Smart Windows" with partially transparent displays. As soon as the driver approaches, an AI-supported avatar appears on the side window, proactively starting a conversation and offering its services. It provides the driver directly with important information and reminds them, for example, to take an umbrella if rain is forecast or sun cream if it is going to be sunny. The same avatar is also used in the interior, where it uses the window surfaces as digital displays as part of the infotainment system for information of all kinds.

But the ID Code is just a foretaste. The ID family is set to grow to a total of 16 models by 2030. These include five electric cars from the new ID UX sub-brand, which is aimed at young customers and will celebrate its market debut by 2027. In addition, VW intends to gradually electrify its combustion models and expand its China portfolio with new plug-in hybrids with an electric range of more than 100 kilometers. Twelve new combustion models and six hybrid models are to be launched by 2030. To this end, the familiar MQB and MEB vehicle architectures will be supplemented by local platforms in China - also through partnerships, such as with Xpeng. In addition, the Hefei-based Volkswagen China Technology Company (VCTC) is developing the Group's first China-specific electric platform. At least four additional models for the entry-level electric segment are to be built on this China Main Platform (CMP) from 2026. (aum)

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## Images for article



Volkswagen ID Code.

Photo: Autoren-Union Mobilität/VW



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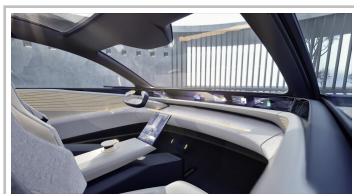
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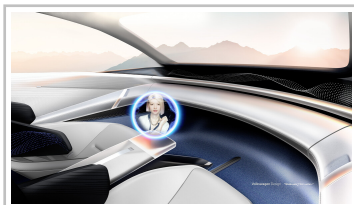
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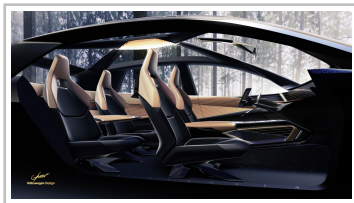
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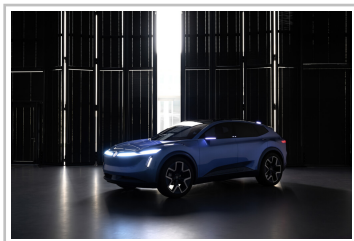
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