AUTOSTADT

25 January 2021 - Press release

The Autostadt Year 2020: ID.3 Handovers, Smart Mobility and New Restaurants

- Net carbon-neutral*: First Volkswagen ID.3s handed over
- Smart Mobility Campus: Micromobility, MEB platform and ID.3 test drives
- New hospitality concepts: Erste Sahne, Bisstro and Esszimmer

Wolfsburg, 26 January 2021 – Review of the year 2020 at the Autostadt in Wolfsburg: The theme park's 20th anniversary, exhibitions on the future of motoring and the opening of three new restaurants were all very popular with the visitors. The first net carbon-neutral Volkswagen ID.3 was handed over in September. Due to the coronavirus pandemic, the Autostadt remained closed for several weeks in spring and during the winter.

Roland Clement, CEO of the Autostadt: "Despite Covid-19, we continued with our key objective of making it possible to experience smart mobility concepts from the Volkswagen Group in 2020. Our visitors were able to learn more about new mobility concepts in a multi-sensory way with the Volkswagen ID.3, in exhibitions, through interactive live talks or at our micromobility track. We are starting the new year with fresh ideas and attractions – the Autostadt will still be worth a visit for young and old."

New car delivery

The Autostadt's core business is the handover of vehicles. In 2020, the CustomerCenter handed over a total of 97,570 (2019: 148,017) new vehicles. Of these, 8,650 (8.9 percent) were electric vehicles (Volkswagen ID.3, e-Golf, e-Up!); the Volkswagen ID.3 accounted for 1,412 of the total number of vehicles. With an overall market share of all Volkswagen cars handed over to customers in Germany of 21.7 percent (2019: 26.1 percent), the Autostadt once again confirmed its leading position as the world's the world's largest new car delivery centre last year.

The handover start of the new Volkswagen ID.3 also hails the beginning of a new era, as the Volkswagen Group's worldwide first net carbon-neutral manufactured vehicle is also handed over net carbon-neutral* at the Autostadt. In mid-September 2020, Oliver Nicolai was the first customer to take possession of his new Volkswagen ID.3. Wolfsburg's executive mayor Klaus Mohrs

was also impressed by the advantages of the new Volkswagen – he opted for an ID.3 as his official car.

Focus on micromobility and electric mobility

In the summer, micromobility concepts became reality: Visitors of all ages particularly enjoyed skating with e-skates, Ninebots and Onewheels on the large micromobility track. The Volkswagen Modular Electric Drive Kit (MEB) platform was introduced with an exhibition. Additional new charging points went into operation in the car park by the ServiceHaus building. A total of 25 Volkswagen ID.3 and ID.4 (electricity consumption in kWh/100km: 16.9-16.2 (combined); carbon emissions in g/km: 0; energy efficiency rating: A+) have been on display since the end of last year that will also be available for test drives in future. With the exhibition series "New Mobility – New Thinking", the Autostadt intends to inspire a dialogue about the future of motoring. Live talks were one of the key elements – interested visitors were inspired by a talk with Volkswagen sound designer Indra-Lena Kögler and travelled around the world with Dutch explorer Wiebe Wakker in his electric Volkswagen Golf.

Wide range of brands: Ducati, Lamborghini and "Sidney's World"

In January 2020, models from all eight Golf generations were shown on the Piazza to mark the launch of the Volkswagen Golf 8. The Ducati brand went one step further and delighted its fans with a particularly special highlight: they could have their picture taken on a precariously leaning V4 Streetfighter. In the ŠKODA pavilion, a special exhibition was dedicated to the 125th company anniversary of this long-established brand from Mladá Boleslav. In August, national and international visitors showed their Golf Country vehicles in the short-stay car park by the ServiceHaus building celebrating "30 Years of Golf Country". Visitors have been able to experience the Group brand Lamborghini at the ZeitHaus since June. TV presenter and tuning legend Sidney Hoffmann also went on a journey through the history of motoring for the filming of the second series of "Sidney's World": He drove an electric 1979 VW van restored by Volkswagen at the Autostadt.

Brand experience, 20th anniversary and an XXL Christmas tree

The year 2020 began with the "Brand Experience New Volkswagen" at "Hafen 1": Dealers from all over the world visited the Autostadt to learn more about the new Golf 8, the ID.3 and also the Volkswagen brand's new corporate image design. On 1 June 2020, the theme park celebrated its 20th anniversary with free admission for all. From 16 July to 27 September 2020, "Summer in the Park" offered an exciting, action-packed programme for young and old at the micromobility track

and on the two new climbing structures. Street music acts brought summertime entertainment and cheer to the park. In December, the park landscape became a Christmas wonderland with millions of glittering lights, the popular tunnel of lights and a colourfully decorated XXL Christmas tree.

Hospitality: New opening, seven times "Gold" and takeaway treats

The café Erste Sahne started to serve innovative coffee creations from its in-house roastery in July. The trend for sweet as well as savoury poke bowls can now be experienced at the newly opened Bisstro. The event venue Esszimmer turns cookery courses and kitchen parties as well as individual private functions into exclusive experiences. In the Bioland 2020 bread examination, the organic bakery “Das Brot.” scored top marks for seven different breads. The Autostadt restaurants responded promptly to the impact of the coronavirus pandemic with new offers in July: Fresh organic baked goodies and takeaway barbecue packs were sold via drive-in in the short-stay car park by the ServiceHaus building. Popular dishes from the restaurants were also available to order as a gourmet meal to take away – in December alone, the "duck menue" sold over 400 times. In the run-up to Christmas, the restaurant Lagune was transformed into the magical destination "Lagunenzauber" and sold home-made products and winter-themed menus to take away.

The Ritz-Carlton, Wolfsburg: Award-winning and top-rated

The Ritz-Carlton, Wolfsburg, also felt the effects of the coronavirus pandemic in 2020. The five-star luxury hotel had to close from March to May, as well as in November and December 2020. However, the fact that the hotel and the Aqua restaurant have been delighting guests with their excellent service and exceptional culinary highlights for the past twenty years still provided plenty of reasons to celebrate. In 2020, The Ritz-Carlton, Wolfsburg came twelfth in the "Germany's 101 best hotels" ranking. TripAdvisor® awarded the "Travellers' Choice Best of the Best Award" to the Wolfsburg hotel. The Ritz-Carlton, Wolfsburg was runner-up in the Connoisseur Circle best gourmet hotel ranking. For the twelfth time running, the Guide Michelin awarded the Aqua restaurant, with Chef de Cuisine Sven Elverfeld, three stars. The Gault Millau also gave the Aqua top marks with 19.5 points.

* Carbon emissions are either avoided completely or reduced – as far as possible – directly at Volkswagen. Carbon emissions that cannot be avoided at Volkswagen and during transportation and handover are compensated with certified climate protection projects.

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As a communications platform for the Volkswagen Group and its brands, the Autostadt in Wolfsburg focuses on the Volkswagen corporate values and all aspects of mobility. The theme park and educational centre have attracted more than 48 million visitors since the official opening in 2000, making the Autostadt one of the most popular tourist destinations in Germany. The Autostadt is also the world's largest new car delivery centre and home to the multi brand Zeithaus car museum. Featuring a variety of cultural events the Autostadt is a well-known international meeting place for culture enthusiasts.

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