

18. Oktober 2021 - Pressemitteilung

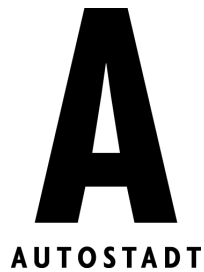
## **"IAA Mobility 2021@Autostadt": Volkswagen ID. Life now on show on the Piazza**

**Wolfsburg, 18 October 2021** – Already on show at the Autostadt in Wolfsburg shortly after its world première at the IAA Mobility in Munich: the Volkswagen ID. LIFE. The concept study of this entry-level fully-electric compact car that will make sustainable transport accessible to even more people in future is now on display on the Piazza at the GroupForum. Under the motto "IAA Mobility 2021@Autostadt", more exciting exhibits that premièred at this year's IAA will also be shown at the Volkswagen Pavilion and at the ID. Experience Studio.

The Autostadt visitors are invited to convince themselves of the ID.LIFE's sustainable features, particularly reflected in the choice of materials – such as the use of wood shavings as a natural dyeing agent in the body paint. The ID. LIFE also stands for a flexible usage concept that turns the vehicle into a cinema, a gaming centre or a relaxing refuge, for example. The ID. LIFE is based on a specially developed version of the Modular Electric Drive Toolkit (MEB): It is therefore the first front wheel drive MEB vehicle. Its 172kW (234PS) electric engine accelerates the ID. LIFE from 0 to 100km/h in 6.9 seconds; the 57kWh high-voltage battery supplies a reach of 400 kilometres (WLTP).

At the Volkswagen Pavilion, Autostadt visitors can also experience new interactive exhibits that were recently shown at the IAA Mobility in Munich, such as the software "We Score", for example, which ensures that football fans never miss a goal scored by their favourite club just because they're behind the wheel. Sports fans can get active at a Soccer Pong installation. Also on show is the Mini ID. Pride Match Ball Carrier used during the European Football Championship.

New at the ID. Experience Studio is an offer for children: ID. Insight Kids encourages the Autostadt's youngest visitors to get creative. They can draw their dream car and then have their drawing printed onto a postcard. The ID. Experience Studio also features a "We Charge" presentation that consists of a solar panel, Elli box and plug module unit. The exhibition is accompanied by videos and moving images featuring the IAA vehicles and a selection of interviews that take the visitors on a journey: the "Way to Zero".



The Autostadt is open daily to visitors with a valid day or annual pass. All visitors must comply with the general hygiene regulations and rules of conduct – they can learn everything they need to know about the respectively applicable rules prior to their visit at [www.autostadt.de/aktuell](http://www.autostadt.de/aktuell).

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#### Über die Autostadt in Wolfsburg – die weltweit führende Automobildestination

Als Kommunikationsplattform des Volkswagen Konzerns und seiner Marken macht die Autostadt in Wolfsburg die Werte des Konzerns und das Thema Mobilität in all ihren Facetten erlebbar. Über 42 Millionen Gäste haben den Themenpark und außerschulischen Lernort seit der Eröffnung im Jahr 2000 besucht, der damit zu den beliebtesten touristischen Destinationen in Deutschland gehört. Zudem ist die Autostadt das weltweit größte automobile Auslieferungszentrum und beherbergt das markenübergreifende Automobilmuseum Zeithaus. Mit einer Vielzahl kultureller Veranstaltungen ist die Autostadt überdies ein internationaler Treffpunkt für kulturell Interessierte.