AUTOSTADT

18 October 2021 - Press release

"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".

AUTOSTADT

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.

About the Autostadt in Wolfsburg – The world's leading automotive destination

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.

Media contact: Autostadt press office · Phone: +49 (0)5361 / 40-1444 · E-Mail: international.media@autostadt.de · medienportal.autostadt.de