

VOLKSWAGEN

AKTIENGESELLSCHAFT



Electro-Mobility Proof of Concept | Sales Strategy

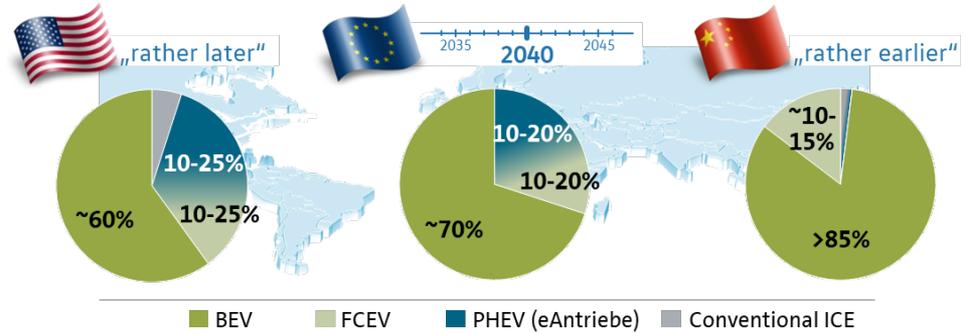
Dr. Christian Dahlheim

Frankfurt | 9 September 2019

The Volkswagen Group is aware of its global responsibility and committed to the targets of the Paris Climate Agreement



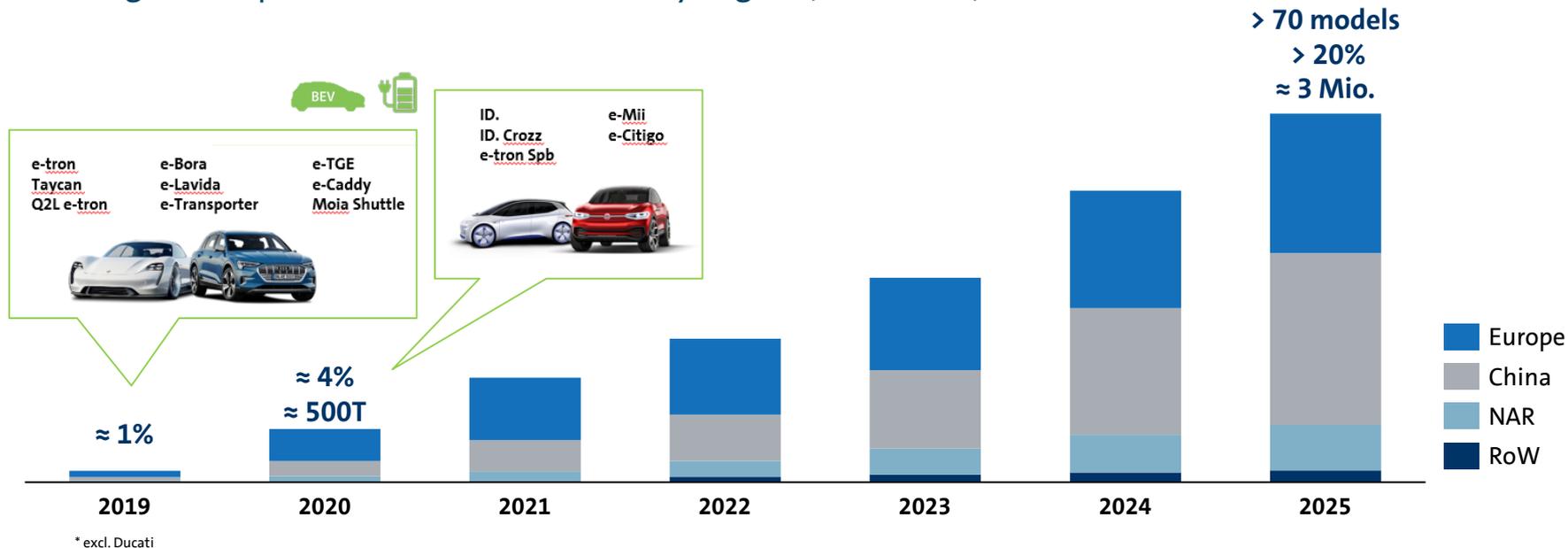
- Commitment to the **targets of the Paris Climate Agreement**
- **CO₂ Neutrality** of the existing fleet **2050**
- **Tank-to-Wheel**
 - ↳ **Well-to-Wheel**
 - ↳ **Lifecycle**



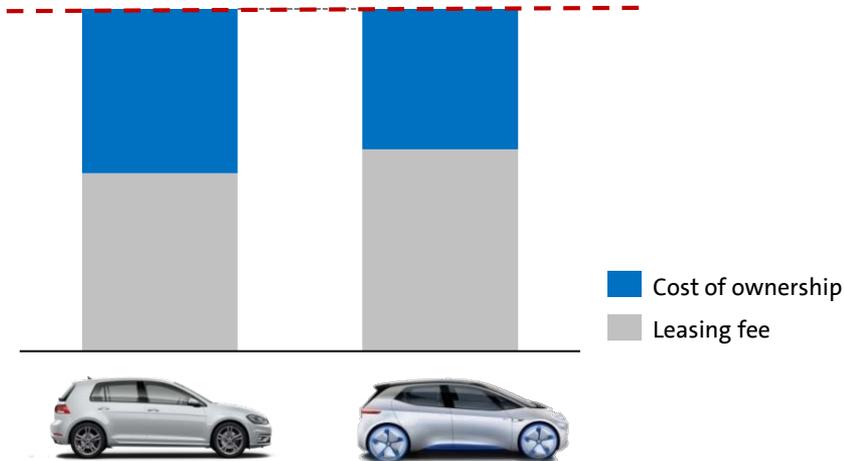
- Major share for BEV, FCEV, PHEV **“future technologies”**
- Alignment of the **platform strategy** to the future’s technology portfolio
- Assessment of further measures to achieve **CO₂ neutrality**

Strong electrification of portfolio: significant increase worldwide in BEV deliveries by 2025 across all brands will support the intended CO₂ compliance

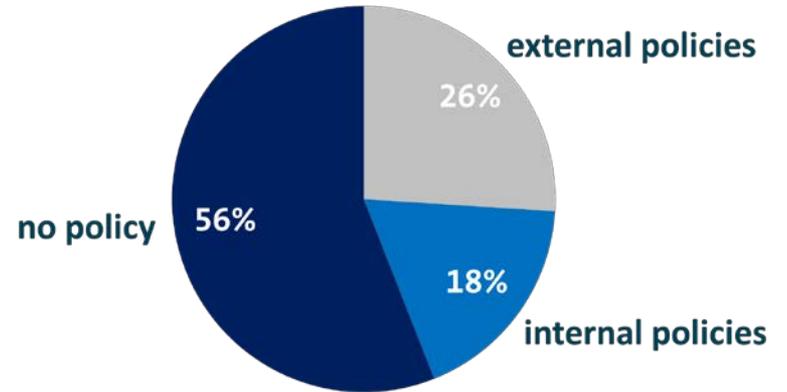
Volkswagen Group* – estimated BEV Volume by Region (2019-2025)



Governmental subsidies, lower TCO and drive to CO₂ sustainability support customer demand for BEV



- Lower consumption costs
- Lower maintenance costs
- Tax benefits



CO₂ compliance policy of multinational companies drives demand from fleet customers

Source: Survey of CO₂ compliance policy of ca. 190 multinational companies

ID.3 – Breaking down barriers



Affordability

Price level
of a Golf
with comparable
performance and
configuration



Charging infrastructure

Elli
ionity



Range

330 km up
to 550 km
WLTP

New sales process will achieve better yield management

Simplified
line-up and
digitally
supported sales
process

Tacticals focus
on loyalty
building
measures

Lifecycle
concept
including used
cars

Sales through
agency*

**commercial customers*

Simplification of line-up and sales process lead to efficiency, speed and customer convenience

» 10 clicks

- ✓ Choose your **Model**
- ✓ Choose your **Range**
- ✓ Choose your **Colour**
- ✓ Choose your **Package**
- ✓ Add **Services / Wallbox**



» fast runner models



To support the big growth of EV´s, customer uncertainties are addressed and the residual value is stabilized via the EV Lifetime concept in major EU markets



Challenges

Customer and dealers uncertainties
[e.g. battery durability, residual value stability]



Message

„We raise trust in e-mobility for customer and dealer.“



Goals

Stability of residual value
Boost of customer loyalty in the ecosystem
Focus on used car business
Leasing as core product

For retail customers, the focus is set on communication of the monthly and rate and product packages: the Lease&Care packages

Draft configurator

Package	Monthly payment	Additional features
S	299,00 EUR	Your ID.3, Maintenance & Inspection, Charge Card
M	339,00 EUR	Your ID.3, Maintenance & Inspection, Charge Card, 7 days supplement mobility, Tire package (4 winter)
L	399,00 EUR	Your ID.3, Maintenance & Inspection, Charge Card, 7 days supplement mobility, Tire package (4 winter)

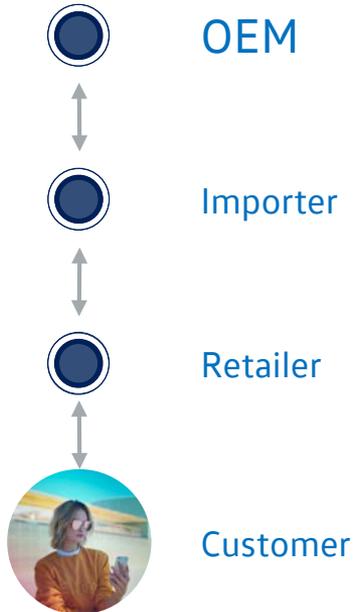
Complete integration in VW configurator:
With a few clicks to your VW ID. 3

Focus of communication:
„Rate instead of price“

Product offering in Lease&Care packages
(S – M – L)

From a sequential to an integrated, omni-channel sales chain, which enables full customer centricity and additional value potential

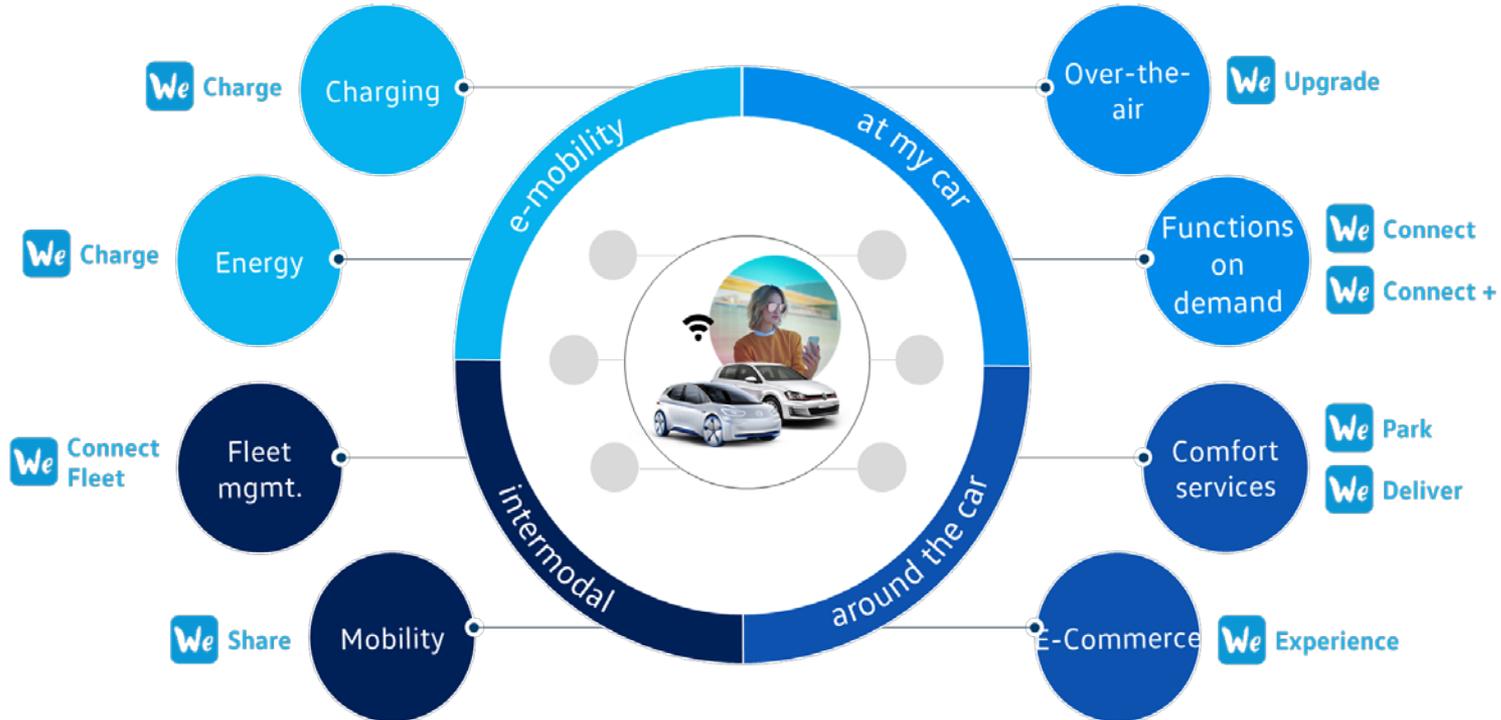
Today- Sequential sales chain



Tomorrow - Integrated



Expending into a mobility system with the goal >5 mio. user each year and 1 bn. revenue in 2025



Digital services provide an significant potential for an increase in customer loyalty

