



# Media Information

15 March 2023

## World premiere of the ID. 2all<sup>1</sup> concept: the electric car from Volkswagen costing less than 25,000 euros

- New Volkswagen design strategy:  
ID. 2all offers a new interpretation of the DNA of Volkswagen icons
- The compact ID. 2all is far more than just a concept vehicle:  
the production version will already be presented in 2025
- Electric Volkswagen with a starting price of less than 25,000 euros:  
the ID. 2all will be launched with high-tech features such as Travel Assist and IQ.LIGHT
- Range of up to 450 kilometres:  
the ID. 2all will be a full-value electric vehicle for every day of the year
- Long wheelbase and very short overhangs:  
the ID. 2all will be as spacious as a Golf and as inexpensive as a Polo
- Modular electric drive (MEB) platform is extremely variable:  
the production version of the ID. 2all will be based on the new MEB Entry platform
- First ID. model with front-wheel drive:  
new package permits a storage volume of 490 to 1,330 litres in the ID. 2all
- Volkswagen is accelerating its electric offensive:  
ten new electric models by 2026

**Wolfsburg – The Volkswagen brand is continuing the success story of its compact cars in the age of electric mobility and is providing a first glimpse of an all-electric Volkswagen costing less than 25,000 euros with the ID. 2all concept vehicle. Initial facts: front-wheel drive, range of up to 450 kilometres, innovative technological features such as Travel Assist, IQ.LIGHT or Electric Vehicle Route Planner and a new Volkswagen design language. The production version will be based on the MEB Entry platform and is one of ten new electric models that Volkswagen will launch by 2026.**

**Thomas Schäfer, CEO of Volkswagen Passenger Cars:** "We are transforming the company rapidly and fundamentally – with the clear objective of making Volkswagen a genuine Love Brand. The ID. 2all shows where we want to take the brand: close to the customer, top technologies and a fantastic design. We are implementing the transformation at pace to bring electric mobility to the masses."

Volkswagen will present the production version of the ID. 2all for the European market in 2025. The goal is a starting price of less than 25,000 euros.

**Imelda Labbé, Member of the Brand Board of Management for Sales, Marketing and Aftersales:** "We are transferring the typical Volkswagen virtues to the new world of mobility: top quality and workmanship, outstanding software and digital services with genuine added value. The focus here is always on the needs and requirements of our customers."

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Development of the ID. 2all is based on the latest evolutionary stage of the modular electric drive (MEB) platform. **Kai Grünitz, Member of the Brand Board of Management responsible for Development:** "The ID. 2all will be the first MEB vehicle with front-wheel drive. We are exploiting the great flexibility offered by our modular electric drive (MEB) platform and will set new standards in terms of technology and everyday usability with the MEB Entry platform."

With the enhanced MEB Entry platform, the ID. 2all is equipped with particularly efficient drive, battery and charging technology. It has a powerful electric drive motor with an output of 166 kW / 226 PS and will have a calculated WLTP range of up to 450 kilometres.

Volkswagen is also again placing greater focus on design. **Andreas Mindt, Head of Design at Volkswagen Passenger Cars:** "The ID. 2all gives a preview of the new design language of Volkswagen, which is based on the three pillars of stability, likeability and excitement."

### **Exterior design: friendly face, very dynamic and new C-pillar signature**

One element of this new design language is the C-pillar design developed for the first Golf. The ID. 2all is the first Volkswagen with a new interpretation of this signature. Other design features of the concept include a body with a clear and powerful stance on the wheels, a friendly face, a good portion of dynamics and timeless elegance.

### **Interior design: spacious, high-quality appearance, self-explanatory operation**

The interior also has a clear design and is characterised by a high-quality appearance, a self-explanatory infotainment system with classic volume control and a separate air conditioning block. The storage volume is a generous 490–1,330 litres, a value exceeding that of higher vehicle classes.

### **Accelerated electric offensive: ten new electric models by 2026**

The production version of the ID. 2all is one of ten new electric models that will be launched by Volkswagen by 2026. This year alone sees the introduction of the new ID.3, the ID. Buzz with long wheelbase and the ID.7 saloon. This will be followed by a compact electric SUV in 2026 and, in spite of all the challenges, Volkswagen is also working on an electric car at a price of less than 20,000 euros. This will give the car manufacturer the widest range of electric vehicles compared with its competitors, and the company is also aiming to achieve an electric car share of 80 per cent in Europe. Volkswagen Passenger Cars has previously based its calculations on a share of 70 per cent.



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## THE DESIGN OF THE ID. 2ALL

### Andreas Mindt, Head of Design:

**"We are transferring the DNA of our icons into the future."**

The ID. 2all concept vehicle was designed by Andreas Mindt, who took over as the new Head of Volkswagen Design on 1 February 2023. Volkswagen is in his blood, as his father was a designer in Wolfsburg before him. Andreas Mindt joined Volkswagen in 1996 after studying design. He created bestsellers such as the first Tiguan and the seventh-generation Golf. In 2014, he moved to Audi in Ingolstadt as Head of Exterior Design. The next step followed in 2021 when Mindt became Director of Design at Bentley in Crewe, England. However, he has always maintained his close ties to Volkswagen and continues to be the proud owner of a Beetle. Andreas Mindt on his first project as Volkswagen Head of Design: "We are transferring the DNA of our icons into the future. The ID. 2all is therefore also an homage to the Beetle, Golf and Polo."

### The Volkswagen design DNA – a new strategy

Andreas Mindt has developed a new Volkswagen design strategy – one that will ensure the brand's DNA remains clearly recognisable in the future. Mindt: "I am focusing on three main pillars: stability, likeability and excitement."

"The most important value for Volkswagen design is stability," says Andreas Mindt. This includes value stability, stability of form, reliability and recognisability. "A second core element of the brand is likeability," explains the designer. The Beetle, Volkswagen bus, new Beetle and ID. Buzz clearly demonstrate this. "Stability and likeability – we have to achieve these two values in every respect." But there is much more to a successful Volkswagen than that: "We also want to create excitement in our customers." For example, with added dynamics, improved operability or the classic "form follows function" of an ID. Buzz or Golf. Technologies, forms and concepts are what make a Volkswagen desirable. Stability, likeability and excitement are typical characteristics of the Volkswagen design, the Volkswagen feeling. Mindt assigns three design elements to each of these three values. They are all reflected in the ID. 2all.

### The exterior design of the ID. 2all – three brand values, nine design elements.

**Stability:** A charismatic stability element is the C-pillar design originally developed for the first Golf, which evokes the tensioned string of a bow pointing in the direction of travel. The Chief Designer has created a new interpretation of this element as a general feature of compact Volkswagen models. The ID. 2all is the first Volkswagen with this new C-pillar signature. Andreas Mindt: "The C-pillar is the backbone of the Volkswagen design. In the ID. 2all, the stability of the C-pillar initially flows from the backbone into the side body elements." The C-pillar is drawn into the side contour of the silhouette and thus shapes a completely new but still typical Volkswagen design – as was shown by the Golf 7, for example. This design intentionally dispenses with a shoulder, thereby giving the entire side of the vehicle a strong volume and a strikingly individual appearance.

The second stabilising element is the completely straight side contour between the A- and C-pillars. Mindt: "The window shoulder, the feature line underneath it and the side sill must establish a positive tension together with the front end. Just like on the



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ID. 2all." This straight window line has been a characteristic style feature for generations of Volkswagen models over many decades.

The third element is what is known in designer language as the stance – the visual stability. Andreas Mindt: "The volume above the wheels must be reduced so that the vehicle appears to stand on the road in a stable way. That is the case with the ID. 2all." A powerful stance creates a positive impression particularly when the front wheels are turned at an angle. In the case of the ID. 2all, stability therefore means the interaction of the C-pillar flowing powerfully into the side, the positive tension of the silhouette and the confident stance.

**Likeability:** Automotive design is an art form, but there are still clear laws that apply – such as the golden ratio. Andreas Mindt: "Likeability is created by the golden ratio. This is quite simply the ratio of three fifths to two fifths." Leonardo da Vinci already followed this geometrical principle in works such as the Mona Lisa. The designer continues: "The feature line running below the window shoulder is located on exactly the golden ratio line of the ID. 2all. Both the Beetle and Golf also always followed the principle of the golden ratio." People perceive this division created by nature as being pleasant and likeable.

The second decisive element in terms of likeability is the design of the front end. Mindt: "The front of the ID. 2all is characterised by upwardly rising elements. The careful use of these elements creates a confident smile." The third element of likeability fits in perfectly into this picture, namely humanity. Mindt: "It is important for us that the front of a Volkswagen shows a human expression. Just like the ID. 2all."

**Excitement:** The first element here is dynamics, which are designed so that a sporty model is also easily conceivable on the basis of the ID. 2all. This would hardly be possible without generally implemented dynamic characteristics. High quality is the second design element of excitement. The Chief Designer states an example: "The concept vehicle has a driving mode selector switch in the interior that is made of high-quality material and enables precise operation. This is a detail that would not normally be expected in a vehicle in this price class." The third smart element is elegance – a style element that makes a Volkswagen timeless and ensures it maintains its value. Among other things, the ID. 2all demonstrates this elegance in the interplay between the bonnet and the linear silhouette that lengthens the appearance of the concept vehicle and exudes confidence.



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## THE TECHNOLOGY CONCEPT OF THE ID. 2ALL

### **MEB Entry as the basis – further development of the modular electric drive (MEB) platform**

The ID. 2all design is based on the evolutionary further development of the modular electric drive (MEB) platform. Kai Grünitz: "Its variability offers great benefits for customers, and the MEB's scale effects let us inexpensively integrate technologies from higher classes into the ID. 2all. Every customer will benefit from this."

### **ID. 2all receives state-of-the-art systems – Travel Assist for partly automated driving**

Volkswagen plans to launch the production version of the ID. 2all with numerous high-value technologies from larger ID. models. This will include the latest version of Travel Assist – a system for partly automated driving. Other features that will be used in the ID. 2all include IQ.LIGHT LED matrix headlights, 3D LED tail light clusters with horizontal LED strip between them, Park Assist Plus with memory function, ID.Light (intuitive light signals for the driver) and electric seats with massage function. A large panoramic sunroof creates an additional feel-good ambience in the interior.

### **Everyday mobility without any questions – self-explanatory operation**

The ID. 2all concept vehicle offers a clear design in the interior and self-explanatory operation. The touch display (diagonal: 32.7 cm / 12.9 inches) of the infotainment system has a new menu structure. Below this there is a newly developed, separate air conditioning control panel. The main air-conditioning functions are controlled here using illuminated buttons. In the middle of the air conditioning control panel – easily accessible for both driver and front passenger – there is a practical small thumbwheel to adjust the volume of the infotainment system. Located a level further down are two large inductive charging interfaces for smartphones, which are magnetically locked in position. Other vehicle functions are operated by means of a menu control in the centre console, which can also be used to change the look of the digital instruments. The new multifunction steering wheel is designed to be clear and self-explanatory – two thumbwheels on the left and right and two buttons each, and nothing else. The driver of the concept vehicle is provided with all important information on one visual axis by means of the digital cockpit (27.7 cm / 10.9-inch) and a head-up display. Smartphones are supplied with power by numerous USB-C interfaces (45 watts) in various locations in the interior and by magnetic holders with inductive charging function in the backrests of the front seats. All conceivable larger devices can be powered by a fully usable 230 V socket.

In addition, the interior of the concept vehicle offers maximum space efficiency. The detail solutions include a fold-down front passenger seat backrest: this creates a continuous load area that is 2.20 metres long when folded down in combination with the rear seat backrest, which can be folded down in a 40:60 split ratio, and the luggage compartment floor. The luggage compartment with a capacity of 440 litres is designed in extra-large format. As a highlight here, there is a rectangular stowage box under the double luggage compartment floor that can hold several bags of shopping from the supermarket, for example. There is a further stowage area with a capacity of 50 litres under the rear bench seat, which can be folded up in one easy movement. This stowage area was specially designed for the charging cable and items such as the first-



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aid kit, high-visibility waistcoats and breakdown set. In addition, there is sufficient space in this lockable (safe) compartment for larger devices such as laptops and tablets, which can also be charged there. When the rear bench seat is folded down, the luggage compartment capacity increases to 1,330 litres.

### **Charged to 80 per cent in less than 20 minutes**

With the MEB Entry platform, the ID. 2all is equipped with particularly efficient drive, battery and charging technology. The powerful 166 kW / 226 PS electric motor of the Volkswagen is integrated into and drives the front axle, allowing the vehicle to accelerate from 0 to 100 km/h in less than 7 seconds. The battery permits a calculated WLTP range of up to 450 kilometres. At DC quick-charging stations, the battery can be charged from 10 to 80 per cent in 20 minutes. The battery is charged with up to 11 kW at home or at public AC charging points. Kai Grünitz emphasises: "The production version of the ID. 2all will be a full-value electric vehicle for every day of the year. A typical Volkswagen with sufficient space and a long range so that the destination can be reached without problems, even on long journeys. Thanks to the extremely variable MEB platform, our customers will also benefit from state-of-the-art technologies in the price class around 25,000 euros. Volkswagen is once more democratising progress here. And that is also exactly our goal."

<sup>1</sup> ID. 2all – the vehicle is a concept vehicle and is not available for sale.

Technical data of the ID. 2all	
Drive	MEB Entry, front-wheel drive
Power	166 kW / 226 PS
Range	approx. 450 km (WLTP)
Charging time	10 to 80% in approx. 20 min.
0-100 km/h	< 7 s
Top speed	160 km/h
Length	4,050 mm
Width	1,812 mm
Height	1,530 mm
Wheelbase	2,600 mm
Storage volume	490 to 1,330 l
Wheels	225/40 R20