

Brand Experience: Volkswagen excites worldwide dealers about the brand



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Volkswagen dealers from all parts of the world are coming to Hamburg at the moment. Their destination is the “Brand Experience” where they are gaining fresh insights into the way that the brand plans to position itself in coming years and bring the term “Love Brand” to life. The focal points of the program extend well beyond the brand’s strategic position and its new design language and also include a detailed look at the brand’s future line of models. The 13,000 dealers attending the event are learning about 14 vehicles that are being planned for the next four years, including the second generation of the ID.3, the ID.7 and the showcar ID. 2all. They also have a chance to take a sneak peek at the still secret Tiguan and the future Passat.

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Consumption data: ID. 2all - the vehicle is a concept car and is not available for sale. ID.3 Pro - power consumption in kWh/100 km: combined 16.5-15.2; CO₂ emissions in g/km: 0; only consumption and emission values in accordance with WLTP and not in accordance with NEDC are available for the vehicle. ID.3 Pro S - power consumption in kWh/100 km: combined 16.2-15.3; CO₂ emissions in g/km: 0; only consumption and emission values in accordance with WLTP and not in accordance with NEDC are available for the vehicle. Information on consumption and CO₂ emissions, shown in ranges, depends on the selected vehicle equipment. /// ID.3 Pro - power consumption in kWh/100 km: combined 16.5-15.2; CO₂ emissions in g/km: 0; only consumption and emission values in accordance with WLTP and not in accordance with NEDC are available for the vehicle. ID.3 Pro S - power consumption in kWh/100 km: combined 16.2-15.3; CO₂ emissions in g/km: 0; only consumption and emission values in accordance with WLTP and not in accordance with NEDC are available for the vehicle. Information on consumption and CO₂ emissions, shown in ranges, depends on the selected vehicle equipment. /// ID.7 - The vehicle is not yet available for sale. /// ID. 2all - the vehicle is a concept car and is not available for sale.

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