

More progressive, more digital, more international: New Volkswagen Group corporate design



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New "Volkswagen Group" word mark underscores stronger global Group orientation and increases distinctiveness from Volkswagen brand

- Appearance completely renewed and above all optimized for digital media
- Word mark, font, colors, design elements and visual language were modernized among other things
- Volkswagen Group CEO Oliver Blume:

Our new corporate design supports us in visually underlining the Group's new strategic goals and contents. The new look creates high recognition value, is modern and forward-looking.

The Volkswagen Group is modernizing its corporate design, replacing the previous look from 2007. The word mark has been changed from "Volkswagen Aktiengesellschaft" to "Volkswagen Group" to underline the Group's global orientation and increase the distinctiveness of its appearance in relation to the Volkswagen brand. The word mark, font, colors, design elements and visual language were completely renewed among other things. The new corporate design is being introduced successively, starting in Germany. The international markets will follow next year.

The Volkswagen Group is in the process of transforming from an automaker to a sustainable mobility provider. With its unique portfolio of iconic brands, attractive products and services, the Group aims to shape the electric, digital and sustainable future of mobility. Its guiding principle is

Shaping Mobility for Generations.

A contemporary, modern and digital appearance is a key success factor here. For this reason, a new corporate design was developed in close cooperation between Group Communications and Group Marketing & Brand Strategy.

Sebastian Rudolph, Head of Global Group Communications:

The Volkswagen Group is committed to attractive brands, products and technologies. Communication plays a key role here, both in terms of content and visuals. Our topics are in focus when we address employees, customers, journalists, investors or analysts. A good corporate design can provide the best possible support here. Our new appearance gives identity, both internally and externally.

Jason Lusty, Head of Group Marketing & Brand Strategy:

The new corporate design has several tasks. It expresses the strategic ambitions of the Volkswagen Group and represents its new mindset. It also differentiates the appearance of the corporate brand from the Volkswagen brand. The corporate design offers a flexible framework that is progressive and high-quality on the one hand, while remaining accessible and human on the other.

The new corporate design, which was developed in collaboration with the international design agency Landor & Fitch, uses four primary colors for classic use cases such as office applications: Deep Space Blue, Vivid Green and Pure White, as well as Electric Neon as an accent color. Other colors can be used for websites or brochures, for example. A new element are color gradients, which stand for mobility, motion and humanity. These attributes are also expressed in the new and unique font "The Group," which was developed for the Group by Studio René Bieder. It reflects a balanced character of motion and high quality. Different type styles and expressions allow flexibility and accentuation. It has been optimized for digital and analog applications and can be used across all platforms and media.

As part of the introduction of the new corporate design, the Volkswagen Group's website at [volkswagen-group.com](https://www.volkswagen-group.com) was also completely redesigned. The focus was on the needs of the core target

groups of the financial public and business media. The simplified and focused website puts the strategic core topics and current corporate news in the spotlight, and the Group's newsroom is now also integrated. The display on mobile devices has been improved, as have the user experience and the findability of content.

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