

Powerful, iconic and individual: ID.3 GTX FIRE+ICE show car enters series production



PUBLISHED JUL 8, 2025
BY [VOLKSWAGEN](#)

Limited special edition now available to order

- Exclusive paintwork and striking exterior and interior details
- The ID.3 GTX FIRE+ICE reimagines the iconic 1990s Golf special edition Fire and Ice designed in collaboration with BOGNER FIRE+ICE

Just a year after the world premiere of the show car, Volkswagen is launching a limited special edition of the ID.3 GTX FIRE+ICE, with an extremely dynamic powertrain, exclusive paintwork and a wealth of design highlights. The model was developed in collaboration with the performance sportswear brand BOGNER FIRE+ICE, part of the Munich-based luxury sports fashion company BOGNER, just like the legendary Golf II Fire and Ice, which became a surprise success in the 90s and now enjoys cult status among fans. In tribute to the original model's debut year, only 1990 units of the ID.3 GTX FIRE+ICE will be available to order. Prices in Germany start from €56,020.

Martin Sander, Member of the Volkswagen Board of Management responsible for Sales, Marketing and After Sales:

The response to last year's show car was overwhelming. Many Volkswagen fans expressed a strong desire to see this car enter series production, and we were only too happy to make that wish a reality. The ID.3 GTX FIRE+ICE demonstrates the emotive appeal of our premium sports model, while also carrying a piece of Volkswagen history into the electric future.

Volkswagen unveiled the show car at the ID. Treffen in Locarno in 2024.

Powerful motors, large battery and high charging capacity. The ID.3 GTX FIRE+ICE is available with two motor options – 210 kW (286 PS)

and 240 kW (326 PS). At both output levels, the electric motor generates a maximum torque of 545 Nm. In the more potent version, the ID.3 GTX special edition accelerates from 0 to 100 km/h in 5.7 seconds, with electronic regulation not kicking in until a speed of 200 km/h. In addition, the sports DCC chassis comes as standard with this model. It is available as an option for the 210 kW version. The electrical energy comes from a 79 kWh lithium-ion battery (net), which can be charged at DC quick-charging stations with up to 185 kW. With this power, the battery can be charged from 10% back up to 80% in around 26 minutes. The combined WLTP range is up to 591 km.

Bespoke exterior design. The main distinguishing feature of the ID.3 GTX FIRE+ICE's exterior is its Ultra Violet Metallic paintwork. The unique colour scheme is a tribute to the legendary Golf predecessor, which was available in a similar hue. The roof frame strip also adds a sporty touch with its powerful red anodised paintwork in Flaming Red. The C-pillar is adorned with a transparent matt decal bearing the geometric FIRE+ICE pattern. In addition, the roof spoiler features the Fire and Ice logo from the 1990s. Another stand-out feature is the set of 20-inch Locarno rims. These emphasise the car's dynamic presence with Ultra Violet Metallic anodised paint, a high-sheen finish and a striking red GTX centre wheel trim. The latest-generation LED tail lights have been tinted exclusively for the special model. Another highlight comes in the form of the light projections that appear when the doors are opened, displaying graphics representing the elements of fire and ice on the driver side and passenger side respectively.

Striking interior details. The interior features a two-tone colour scheme. The accent colour "On Fire Red" dominates the seats and stitching on the driver side, while the passenger-side seats and interior feature design elements in "Keep Cool Blue" for ice. The steering wheel, instrument panel, door trim and floor mats have also been customised with coloured stitching and logos. Inspired by the BOGNER FIRE+ICE collections, the seats are quilted in the style of down jackets and feature the hint of a zip and the FIRE+ICE logo in the centre.

Close collaboration with BOGNER. As with the Golf 2 Fire and Ice and the ID.3 GTX show car, designers from Volkswagen and BOGNER worked together closely. Daniel Hiendlmeier, Managing Director and Chief Brand Officer of BOGNER:

The revival of the cooperation between Volkswagen and BOGNER FIRE+ICE after more than 30 years and the

realisation of a series production model is a major milestone for us. What started as a for a show car has become a market-ready vehicle that will excite both fans of the iconic Golf II Fire and Ice and a new generation. It is a strong statement for the relevance of connecting fashion and mobility.

Extensive standard equipment. The ID.3 GTX FIRE+ICE comes with a range of features as standard, which are combined in different packages:

- The Interior Plus package including premium sport seats with electric massage function, Augmented Reality Head-Up-Display and Harman Kardon sound package
- The Convenience package including 2-zone Climatronic and navigation system
- The Assistance package including Park Assist Plus, rear view camera system, Keyless Access and ACC electronic distance control
- In addition, a sports suspension is included as standard with both versions of the limited-edition model
- The 240 kW (326 PS) version is also equipped with sports DCC adaptive chassis control and can be fitted with size 235 sports tyres as an optional extra.

A 1990s throwback. In 1990, Volkswagen introduced the Fire and Ice special edition of the second-generation Golf, offering exclusivity in both sportiness and comfort. It was designed in collaboration with entrepreneur, fashion designer and director Willy Bogner. With its flamboyant look of dark violet pearl effect paint, alloy wheels, front spoiler and body widening as well as powerful engine options ranging from 90 to 160 PS, the Golf Fire and Ice quickly became a coveted rarity, especially in the GTI version. It was an unexpected success, with a total of 16,700 units sold – exceeding the original plan of just 10,000.

Press release distributed by Wire Association on behalf of Volkswagen, on Jul 8, 2025. For more information subscribe and [follow us](#).

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