Volkswagen delivers 4.73 million vehicles worldwide and further consolidates its market leadership in Europe

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Global deliveries nearly on a par with prior year despite challenging underlying conditions

- Demand for all-electric ID. models virtually unchanged, with significant growth in Germany and Europe

- Powerful models and extensive product offensive: SUVs and ID. models are driving demand in Europe

- Many new all-electric models coming out in 2026

The Volkswagen brand delivered around 4.73 million vehicles to customers worldwide last year. Deliveries therefore virtually matched the prior-year level amid challenging market conditions (–1.4 percent). While a positive trend could be observed particularly in Europe (+5.1 percent) and South America (+18.5 percent), the market environment in China (–8.4 percent) remains challenging. US tariffs also had a marked impact on deliveries in North America (–8.2 percent).

Demand for electric vehicles is holding up, with Volkswagen delivering approximately 382,000 all-electric vehicles worldwide in 2025 (–0.2 percent). The share of all-electric vehicles relative to total deliveries thus stood at 8.1 percent.

Volkswagen therefore remains at the pinnacle of the European market both for vehicles with conventional drives and for all-electric models. It also holds pole position in the company’s home market of Germany, where the Volkswagen brand’s share across all drive types according to the German Federal Motor Transport Authority (KBA) is 19.6 percent (+0.5 year-on-year).

Martin Sander, Volkswagen Board Member for Sales, Marketing and After Sales, said:

> The trend in our delivery figures underscores that our products are being well received by our customers and also that we are on the right track with our brand strategy. We expect the market environment to remain challenging overall in 2026. All the same, I firmly believe that thanks to our refreshed, attractive product portfolio and our clear focus on efficiency and competitiveness we are very well equipped to rise to this challenge. In China alone, we will be bringing out more than ten new electric models this year.

Strong growth in all-electric ID. models in Europe

Volkswagen significantly increased its sales of all-electric vehicles in 2025, especially in Germany and Europe. Deliveries rose to 93,800 vehicles in the company's home market of Germany (+60.7 percent) and to around 247,900 units in the whole of Europe (+49.1 percent).

The new best-selling model in the ID. family, the ID.7, was a major driver of this growth. Around 35,000 units of this model were delivered in Germany, representing an increase of 132.0 percent. The ID.7 was likewise popular among customers across Europe, who ordered 76,600 units (+133.9 percent). The top model is available both as a saloon (ID.7) and as an estate (ID.7 Tourer).

Volkswagen expects demand for its electric vehicles to rise in the current year as it rolls out many new all-electric models, including the ID. Polo with a starting price of around 25,000 euros and the production version of the ID. Cross compact SUV.

T-Roc is Europe's best-selling SUV

SUVs maintained their strong position in the brand's model mix in 2025. They accounted for 50.2 percent of Volkswagen's total deliveries, an increase of 5.3 percent year-on-year. In the United States, over 78.5 percent of Volkswagen models sold were SUVs.

Volkswagen's best-selling SUV in Europe is the T-Roc, the second generation of which came on the market in 2025, selling 201,995 units (+3.9 percent on 2024). The Volkswagen Tayron, available since spring 2025, is also being well received, with 60,700 units already delivered worldwide.

50 years of GTI: special anniversary model

A particular highlight this year is the 50th anniversary of the GTI, an icon of automotive history. Volkswagen is celebrating its anniversary with the

Golf GTI EDITION 50, whose market launch is now underway. The outstanding special model is the most powerful production model in the history of the GTI and raises the bar in terms of performance and driving dynamics.

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