TAKING UP THE CHALLENGE

WE WANT TO COMBINE AUTOMOTIVE HERITAGE WITH DIGITAL INNOVATION, KEEP DIGITAL ADDED VALUE IN THE VOLKSWAGEN GROUP AND LEVERAGE SCALE
SCALE IS OUR STRENGTH

50 million cars in 5 years

Own Market

Active Users

Learning from Data

Car Software Organization
PLATFORM IS OUR STRATEGY

Smartphone Architecture

- Apps
- Platform
- Hardware

Volkswagen Vehicle Architecture

- Drivetrain
- ADAS/AD.AP
- Infotainment
- Connect
- Energy / Charging
- Comfort

- Volkswagen VW.OS
- Volkswagen Automotive Cloud

Vehicle Software Platforms & Service

Electronics & Mechanics

Car Software Organization
OUR VW.OS AND E/E ARCHITECTURE WILL BE EVOLUTIONARY

ONE SOFTWARE STACK FOR ALL VEHICLE PLATFORMS IN THE GROUP

- PPE
- Full Stack
- Rollout on all platforms
- MEB
THE CAR SOFTWARE ORGANIZATION WILL BE THE SOFTWARE POWERHOUSE

A UNIT FULLY FOCUSED ON SOFTWARE DEVELOPMENT FOR ALL BRANDS AND MARKETS IN THE VOLKSWAGEN GROUP
BUILDING A CULTURE OF DOERS
WITH THE BRIGHTEST MINDS
WE ESTABLISH A GLOBAL FOOTPRINT, PUT FOCUS ON CODING,
AND RUN THE CAR.SOFTWARE ORGANIZATION IN AGILE WORKING MODE
SWITCHING FROM PLANNING TO DOING

- Full agile Working Mode from July 1
- Own Budget
- Own Team
- CAR.SOFTWARE ORGANIZATION
- Accelerate
- Hub for Technology Partnerships
HEADING TOWARDS THE FUTURE

CAR.SOFTWARE ORGANIZATION