



Transforming our core business

We plan to hone the profile of the 12 Volkswagen Group brands and streamline our current 340-model range. Across our brands, we are embarking on an ambitious program of electrification, launching more than 30 new electric vehicles between now and 2025. Battery technology will play a key role. Autonomous vehicles and artificial intelligence will also be important focal points.

Developing mobility solutions



With our stake in the start-up Gett and our partnership with Hamburg as a pilot city for sustainable and integrated urban mobility, we have taken important initial steps in this field. By 2025, Volkswagen plans to be generating billions of euros of revenue from its interests in forward-looking mobility services. Our intention is thus to focus not just on the business of selling cars, but also on becoming a leading provider of intelligent transportation solutions. This new cross-brand business area will be based in Berlin.

A new, better Volkswagen Group

In light of the current crisis, our company is making a bold 180-degree turn. Our vision as we move forward is to become a leading global provider of sustainable mobility solutions, taking the “TOGETHER – Strategy 2025” as our road map. We want to continue to attract customers with captivating vehicles and smart mobility solutions. Our aim is to be a technological leader and a standard-bearer for environmental responsibility, safety, and integrity. We seek to retain competitive profitability and remain an attractive employer.



Enhancing our ability to innovate

The digital transformation of the company continues, both in manufacturing and sales. A new way of thinking and working will enable the most extensive transformation process in Volkswagen's history. Under the banner of “Organization 4.0,” the Group seeks to reform everyday structures and processes and create a climate that encourages open and collaborative working relationships at all levels and across all departments. In addition, we plan to hire around 1,000 new software specialists.



Securing funding

We anticipate investing tens of billions of euros in the implementation of “Strategy 2025”. This will require improvements at every stage of the value chain, in all of our brands and areas of business – as well as a rigorous commitment to delivering profitable growth.