



BRAND GROUP CORE

Disclaimer

The following presentations as well as remarks/comments and explanations in this context contain forward-looking statements on the business development of the Volkswagen Group. These statements are based on assumptions relating to the development of the economic, political and legal environment in individual countries, economic regions and markets, and in particular for the automotive industry, which we have made on the basis of the information available to us and which we consider to be realistic at the time of going to press. The estimates given entail a degree of risk, and actual developments may differ from those forecast.

All figures are rounded, so minor discrepancies may arise from addition of these amounts.

Any changes in significant parameters relating to our key sales markets, or any significant shifts in exchange rates, energy and other commodities or the supply with parts relevant to the Volkswagen Group will have a corresponding effect on the development of our business. In addition, there may also be departures from our expected business development if the assessments of the factors influencing sustainable value enhancement and of risks and opportunities presented develop in a way other than we are currently expecting, or if additional risks and opportunities or other factors emerge that affect the development of our business.

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This information does not constitute an offer to exchange or sell or an offer to exchange or buy any securities.

Annual Media Call Brand Group Core 2025

- 1 Welcome
- 2 Brand Group Core with Financial Results and Outlook
- 3 Volkswagen Brand with Financial Results and Outlook
- 4 Q&A

BRAND GROUP CORE

The background is a dark teal color with abstract, flowing lines in lighter shades of teal and blue. A faint grid pattern is visible in the lower right quadrant, suggesting a digital or architectural theme.

BRAND GROUP CORE

Vision

We're the CORE
of VW Group

The most desirable brands for our customers.
With top technology at competitive costs.



BRAND GROUP CORE

Mission

The CORE Community¹

Strong brands, one efficient and effective engine.



22

Plants



>200,000

Employees



60

Model
Ranges

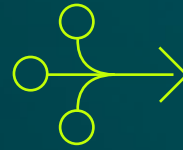
¹ China not included

BRAND GROUP CORE

Strategic Priorities 2024 for all Core Brands



Competitive
EV's



Reduction of
Complexity



Time-to-
market



Cost
Reduction



Growth

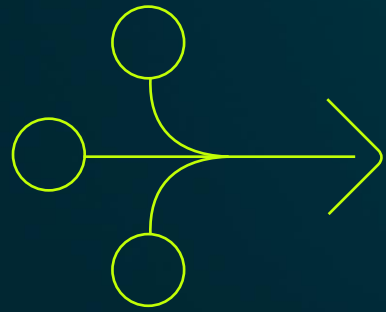


Culture &
Governance

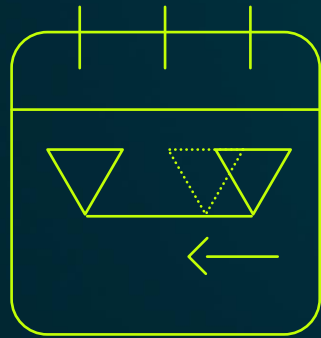


-50%

Reduced
Battery Costs
until 2027



Radical Reduction of Software Variants

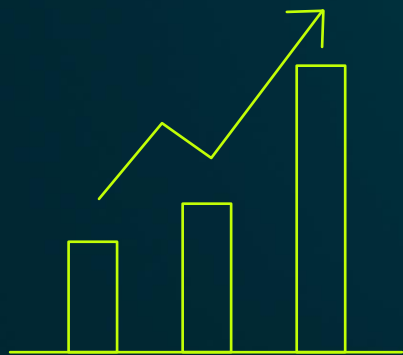


36 months

Time to Market



Focus on
Cross-Brand
economies
of scale



20.1%

Market Share
in 2024 (EU)
(+0.9 pp vs. 2023)



One strong engine

Production
R&D
Procurement
Quality

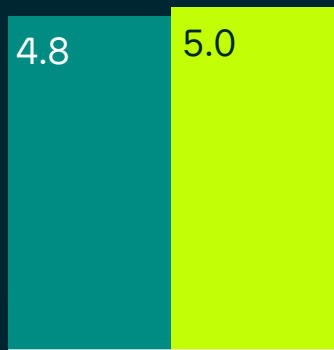
Financial performance

FY 2023¹ vs. FY 2024

Vehicle
Sales²

[mill. units] 

+2.8%

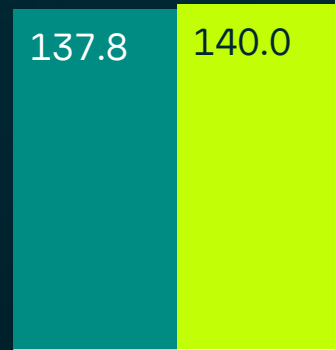


2023 2024

Sales
Revenue

[€ bn] 

+1.6%

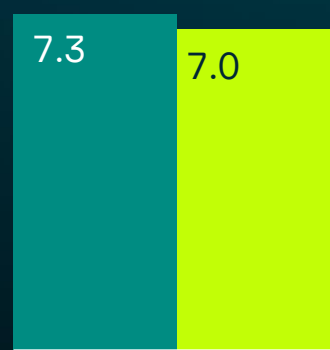


2023 2024

Operating
Profit³

[€ bn] 

-4.3%

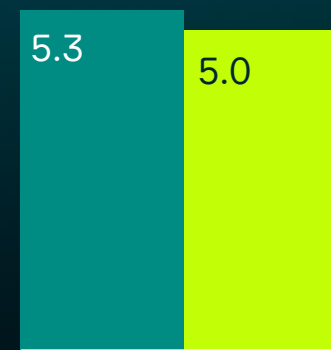


2023 2024

RoS³

[%] 

-0.3 pp.

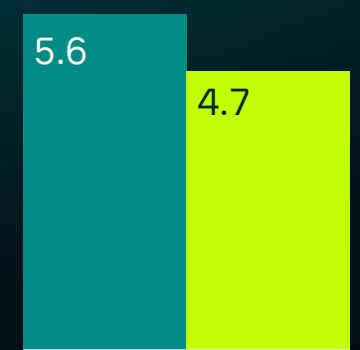


2023 2024

Net Cash
Flow

[€ bn] 

-16.8%

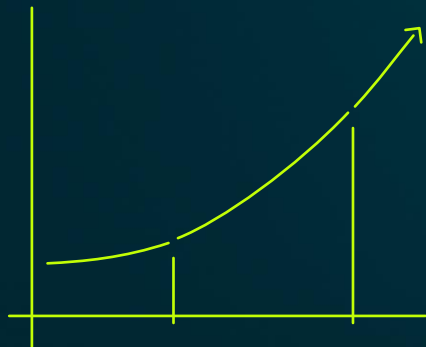


2023 2024

¹ previous year adjusted (IFRS17)

² without China business

³ after special items



8% RoS

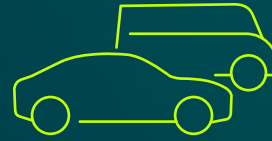
Mid-term
ambition

BRAND GROUP CORE

Updated Strategic Priorities in 2025



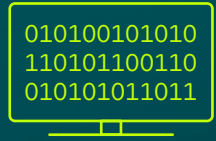
Cost &
Performance



Products



Regions



Software



Battery



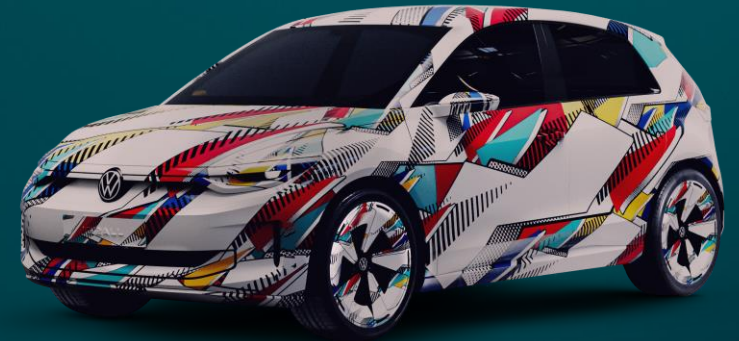
Sustainability



Governance

BRAND
GROUP
CORE

Electric Urban Car Family



~€ 650mn Synergies