



*Hof*  
Volkswagen Design

Reinhard Fischer  
NAR Strategy

| SVP, VOLKSWAGEN GROUP and VW



# The Volkswagen Group is a strong global player



12 strong brands from 7 european countries

> 130 models in > 150 markets, > 100 plants

> 640 k employees produce daily > 44 k vehicles

Range from 60 hp (VW up!) up to 1,500 hp (Bugatti Chiron)

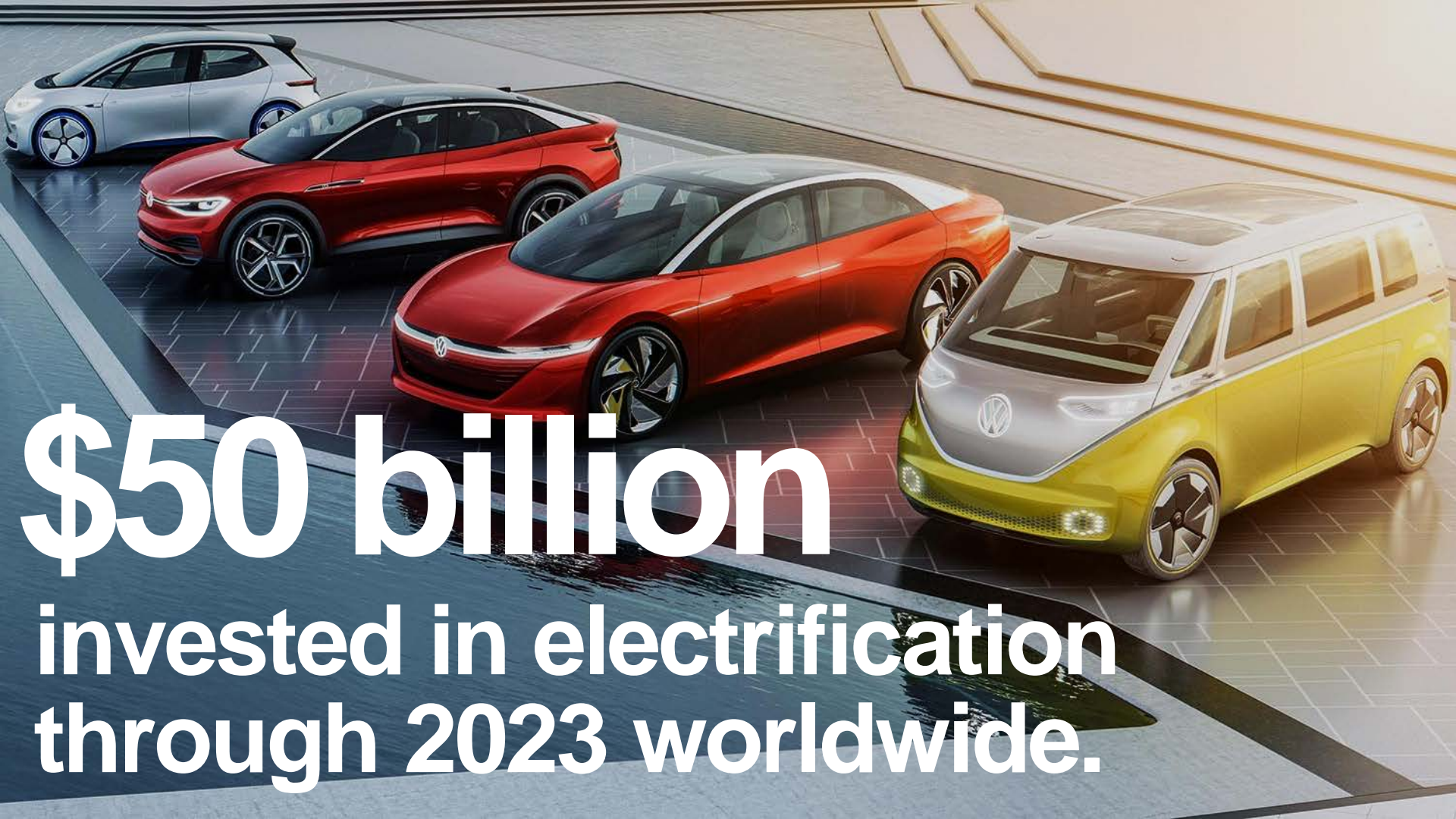
Global sales > 10.8 m. vehicles, market share > 12 % \*





**14% of global GHG emissions  
from Transportation Sector -  
We are committed to  
the Paris Agreement.**





**\$50 billion**  
**invested in electrification**  
**through 2023 worldwide.**

Introduce 70  
new all-electric  
models globally  
by 2028







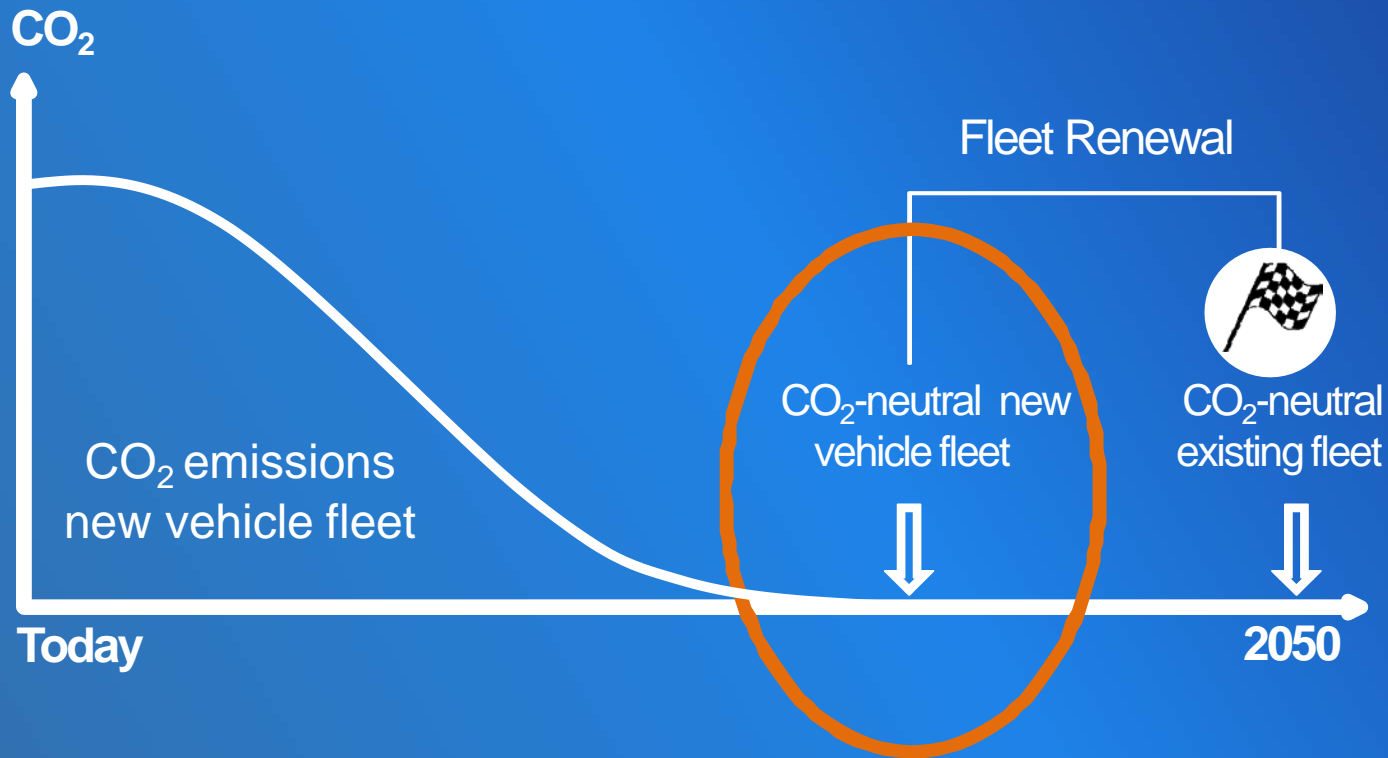
**1 million**  
**electric vehicles produced**  
**worldwide by 2025.**



**\$800 million**  
**investment in Chattanooga.**



# Laying the groundwork to meet the Paris Agreement





# Life Cycle CO<sub>2</sub> Reductions

go TO zero

Production

Use phase

End-of-life



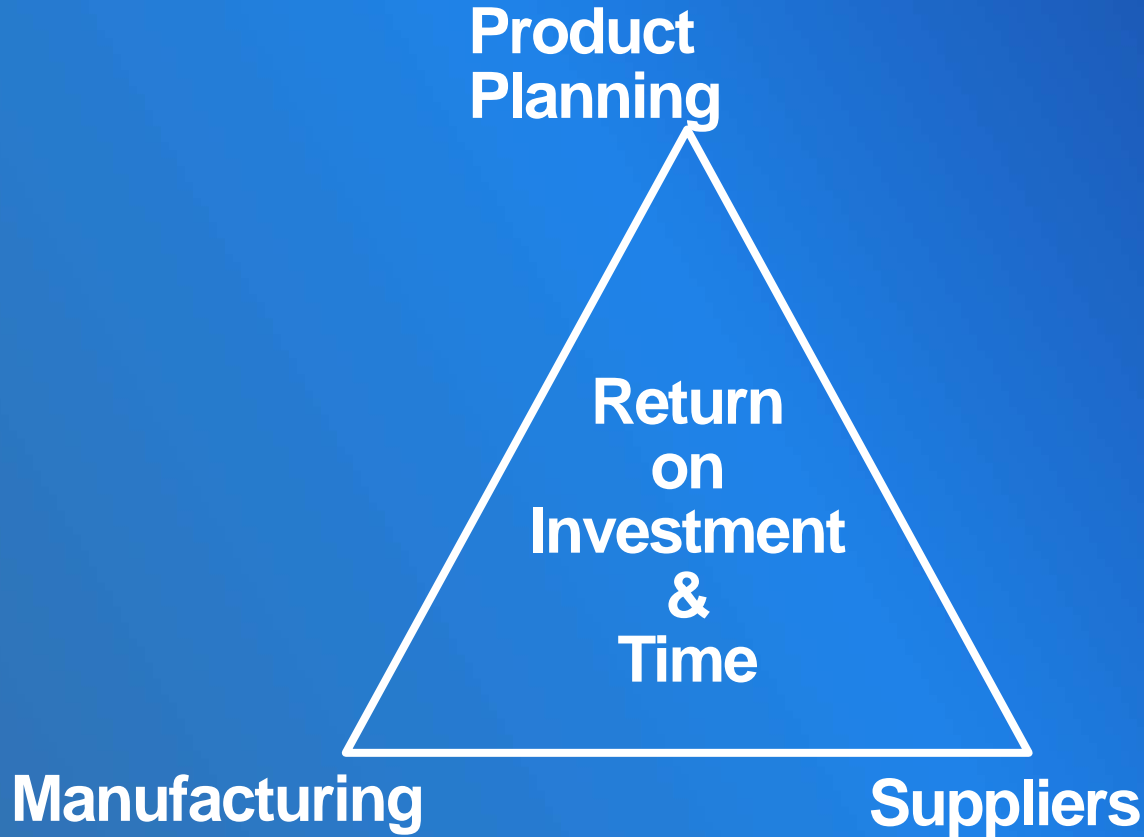
**Climate Change Conference Commitment requires 30% reduction per car by 2025\***

**Focus: Avoidance, Reduction & Compensation**

\* Over the entire life cycle compared to 2015

# Key Challenges of Transformation

**go** TO **zero**



# Key Challenges of Transformation

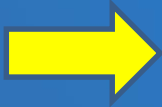
## Product Planning – Manufacturing - Suppliers

### Planning in Long-cycles

4 years of planning  
Invest up to several  
\$Billion

Model  
Launch

7 – 8 years of selling  
to recover investment



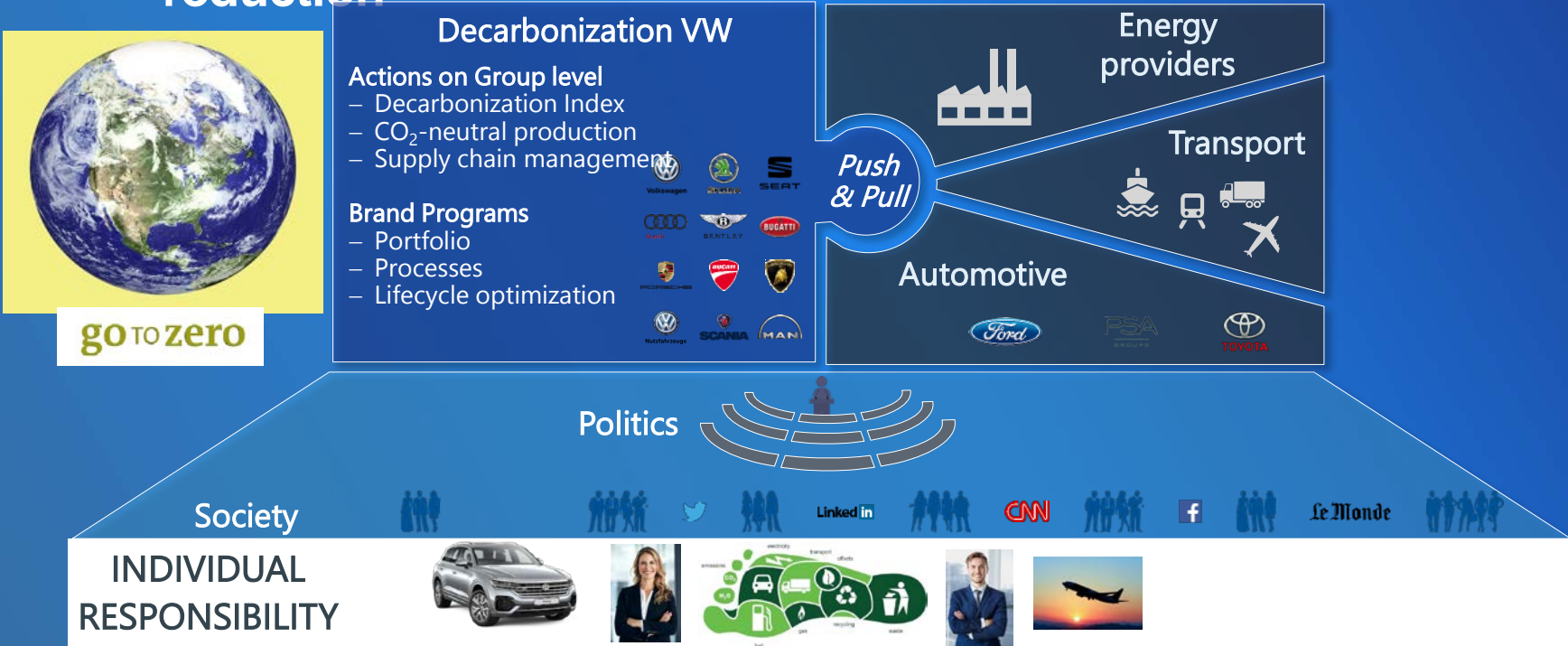
Today planning for new models in ~4 years or later

Key questions:

- What will consumer demand be?
- What will legal framework be?
- What will competition do?



# VW's decarbonization strategy is only one piece in the bigger picture: we need a cross-sectoral, political, public movement towards CO<sub>2</sub> reduction



# Voltswagen.

Electric fleet arriving 2020.



azbillboard.com

# Thank You.

By day, the billboard will collect solar p