



Volkswagen Passenger Cars enters a new era and presents a more modern, more human and more authentic image. The eighth generation of the Golf launches and the all-electric ID.3 celebrates its world premiere.

BUSINESS DEVELOPMENT

The Volkswagen Passenger Cars brand aims to move you. The TRANSFORM 2025+ strategy therefore centers on a global model initiative through which the brand aims to lead innovation, technology and quality in the volume segment.

At the International Motor Show (IAA) in Frankfurt, the Volkswagen Passenger Cars brand unveiled its new brand design which creates a new global brand experience. This focuses on the new logo, which has a flat two-dimensional design and is reduced to its essential elements for more flexible use in digital applications. With its new brand design, Volkswagen is presenting itself as more modern, more human and more authentic. This marks the start of a new era for Volkswagen, the product aspect of which is represented by the all-electric ID.3. As the first model in the ID. product line, this highly efficient and fully connected zero emissions car is based on the Modular Electric Drive Toolkit (MEB) and will be on the road from 2020. Volkswagen announced in 2019 that it wants also make its MEB available for other manufacturers. The lifestyle-oriented T-Roc Cabriolet expanded this popular crossover model range in the reporting year. For more than four decades, the Golf has been the most successful European car. The eighth generation of the bestseller launched at the end of the reporting year: digitalized, connected and intuitive to operate. No fewer than five hybrid versions are electrifying the compact class. Assisted driving is available up to a speed of 210 km/h.

The Volkswagen Passenger Cars brand delivered 6.3 million (+0.5%) vehicles worldwide in fiscal year 2019. Delivery figures were up in Italy (+8.7%), France (+6.8%), Germany (+5.3%), the USA (+2.6%) and Brazil (+16.7%). The T-Cross, T-Roc, Tiguan, Touareg and Atlas models were particularly popular.

The Volkswagen Passenger Cars brand sold 3.7 (3.7) million vehicles in the reporting year. The difference between deliveries and unit sales is mainly due to the fact that the vehicle-producing joint ventures in China are not attributed to the companies in the Volkswagen Passenger Cars brand.

The Volkswagen Passenger Cars brand produced 6.2 (6.3) million vehicles worldwide in 2019. At the Wolfsburg plant, the five millionth Tiguan rolled off the assembly line. In Emden, the thirty millionth Passat was manufactured; this makes it the Group's most-produced mid-range model.

SALES REVENUE AND EARNINGS

At €88.4 billion, the Volkswagen Passenger Cars brand's sales revenue in 2019 was 4.5% higher than in the previous year. Operating profit before special items increased to €3.8 (3.2) billion. Particularly improvements in the mix and price positioning compensated for lower sales of the models from Volkswagen Passenger Cars and for launch costs and negative exchange rate effects. The operating return on sales before special items increased to 4.3 (3.8)%. The diesel issue gave rise to special items of €-1.9 (-1.9) billion.

30 million

Passats manufactured

PRODUCTION

Units	2019	2018
Tiguan	910,926	861,331
Polo/Virtus	706,052	855,179
Golf	679,351	805,752
Jetta/Sagitar	610,327	770,447
Passat/Magotan	543,706	656,249
Lavida	514,698	513,556
Bora	345,077	269,390
T-Roc	328,069	236,977
T-Cross	274,071	–
Santana	244,132	272,080
Atlas/Teramont	183,648	166,034
Gol	151,241	156,410
Tharu	136,899	26,986
up!	108,676	136,512
Lamando	92,903	141,076
Touran	90,366	130,417
Saveiro	54,941	59,233
Touareg	52,859	40,387
Arteon/CC	51,868	49,735
Fox	43,675	40,596
Sharan	25,681	30,459
Beetle	20,580	37,846
Phideon	13,750	24,102
Suran	600	16,356
ID.3	50	–
	6,184,146	6,297,110

VOLKSWAGEN PASSENGER CARS BRAND

	2019	2018	%
Deliveries (thousand units)	6,278	6,245	+0.5
Vehicle sales	3,677	3,715	–1.0
Production	6,184	6,297	–1.8
Sales revenue (€ million)	88,407	84,585	+4.5
Operating result before special items	3,785	3,239	+16.9
Operating return on sales (%)	4.3	3.8	

T-Cross



DELIVERIES BY MARKET

in percent

