



September 3, 2021

## Note for editors:

### Volkswagen live and interactive at IAA MOBILITY 2021

Starting on September 6, Volkswagen will also be presenting the highlights from IAA MOBILITY 2021 in a digital format. The live shows will start with a world premiere from the ID. family.



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Our long-term goal is to fully electrify the Volkswagen brand: we will enable people to experience this fundamental transition with our trade fair presence at IAA MOBILITY 2021. For the first time ever, we will only be exhibiting electric cars on site. Online and via satellite you will also be able to take part in not only a real world premiere, but in our "Volkswagen live" magazine as well.

The new ID. family concept car will make its world premiere during the

**Volkswagen press conference on Monday, 06.09.2021 at 10:05 CEST.**

The new concept car gives an initial insight into future ID. models in the small car segment.

In three exciting live shows, we will take you to the digital IAA. The programme will be rounded off with two "deep dives". All this and more awaits:

06.09.2021	09:55–10:35 (CEST)	Volkswagen live – What's up?	World premiere, talk on the digital IAA, talk with CEO Ralf Brandstätter, talk on the new ID. concept car of the ID. family with experts
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# Media Information



06.09.2021	11:30–12:00 (CEST)	Design talk	Volkswagen Design   For the people – with head of design Jozef Kabaň
06.09.2021	13:30–14:00 (CEST)	Volkswagen live – What’s new?	Talk with tech influencer Nicole Scott, “Ask me anything” on the concept car of the ID. family, talk with head of design Jozef Kabaň, talk with singer Wincent Weiss
07.09.2021	10:00–10:30 (CEST)	Volkswagen live – What’s next?	Talk with board member for marketing Klaus Zellmer and president of the VdK Verena Bentele on “Affordable electric mobility for everyone” and “Ask me anything” on the ID. family
07.09.2021	10:30–11:00 (CEST)	Way to ZERO Talk	Talk with Murat Aksel, Group board member for purchasing, on the long-term strategy of becoming a net-zero carbon-neutral corporation by 2050

**All livestreams will be available on our Shaping Mobility Hub – and can also be downloaded:**

**<https://shaping-mobility.volkswagen.com/en/livestream-14668>**

We will also be streaming the world premiere and Volkswagen live via satellite:

## **Europa / Middle East - live HD Feed**

Live Feed starts at 09:50 am CEST / 07:50 am GMT

Satellit:	EUT 10
Transponder (digital):	B03 / Ch. K, Slot 3-3
Downlink Frequency:	11.060,200 MHz
Polarisation:	X
Video Std:	1080i/50 Hz PAL
Audio Channels:	Channel 1: German Channel 2: English

# Media Information



Modulation: DVB-S2 / 8 PSK  
Symbol rate: 7.2000 Msymb/s  
FEC: 3/4  
MPEG: 4:2:0 / MPEG4  
Encryption: No encryption

## **Middle East / Asia / Australia - live HD Feed**

Live Feed starts at 07:50 am GMT

Satellite: Asiasat 5  
Transponder (digital): C7H, Ch. 9E  
Downlink Frequency: 3.893,500 MHz  
Polarisation: X  
Video Std: 1080i/50 Hz PAL  
Audio Channels: Channel 1: German  
Channel 2: English

Modulation: DVB-S2 / 8 PSK  
Symbol rate: 7.2000 Msymb/s  
FEC: 3/4  
MPEG: 4:2:0 / MPEG4  
Encryption: No encryption

## **USA / Middle East - live HD Feed**

Live Feed starts at 03:50 am EST / 07:50 am GMT

Satellit: SES-1  
Transponder (digital): K15, CH: A9  
Downlink Frequency: 12.010,500 MHz  
Polarisation: Y  
Video Std: 1080i/60 Hz in NTSC  
Audio Channels: Channel 1: German  
Channel 2: English

Modulation: DVB-S2 / 8 PSK  
Symbol rate: 7.1200 Msymb/s  
FEC: 3/4  
MPEG: 4:2:0 / MPEG4  
Encryption: No encryption

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The Volkswagen Passenger Cars brand is present in more than 150 markets worldwide and produces vehicles at more than 30 locations in 13 countries. Volkswagen delivered around 5.3 million vehicles in 2020. These include bestsellers such as the Golf, Tiguan, Jetta or Passat as well as the fully electric successful models ID.3 and ID.4. Around 184,000 people currently work at Volkswagen worldwide. In addition, there are more than 10,000 trading companies and service partners with 86,000 employees. With its ACCELERATE strategy, Volkswagen is consistently advancing its further development into a software-oriented mobility provide.

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