

VW to bring its first EV to India next year

German carmaker Volkswagen plans to bring its first electric vehicle (EV) in India next year with the launch of premium electric SUV ID.4 to tap the opportunity in the fast growing electric mobility space, a senior company official said on Tuesday. By 2030, the carmaker expects 25-30 per cent of its total sales in India to come from EVs and the rest from internal combustion engine vehicles.

Volkswagen Passenger Cars India Brand Director

Ashish Gupta said the firm is following a two-pronged strategy of premiumisation and electrification to strengthen presence and enhance its position in India.

“Our strategy is very clear. One is premiumisation and the second has to be naturally in line with global positioning, electrification,” he said.

“The path to mass electrification in India is first of all going with your global premium products. That’s where the ID4 will slot in,” he added.