

Volkswagen ID.Life previews new electric car

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Volkswagen has revealed its ID.Life Concept, which previews a new ID model that will sit below the ID.3. The Volkswagen ID.3 and ID.4 have proven popular as far as sales go, but if VW Group wants to recoup the massive costs involved in the development of its MEB platform, it's going to need to expand on the range.



Volkswagen has always said the ID. range would be comprehensive, with something for everyone and we know there's an ID.6 in the works as well as sporty GTX derivatives and let's not forget about the ID.Buzz – an electrified Kombi.

This is the ID.Life concept and it will be taking on the small car segment in 2025. It could potentially be called the ID.1 or ID.2 and Volkswagen reckons it'll cost around €20,000. In comparison, the ID.3 starts at €32,000 – hardly the affordable electric car we're all hoping for.

Volkswagen ID.Life engine details

The Volkswagen ID.Life is the first front-wheel-drive MEB-based electric car and thanks to a 172kW electric motor, 0-100kph comes up in just 6.9 seconds and the vehicle has an estimated range of 400km.

The concept looks cute, with many retro design cues. We love the LED headlights, logo and lightbar integrated into the bodywork. Volkswagen says this concept features wood chips as a natural colouring agent and the removable textile roof is made from recycled plastic bottles.

Inside, there are some fun touches like a projection screen to watch movies, a video game console, flexible seat layouts and fun play/pause logos on the pedals. You'll also notice there's no infotainment display, with Volkswagen saying customers will be able to use their phones or tablets to connect to the car. An app would then be used to control the vehicle's features.

"The ID. Life is our vision of next-generation fully electric urban mobility. The concept car provides a preview of an ID. model in the small car segment that we will be launching in 2025, priced at around €20,000. This means we are making electric mobility accessible to even more people," VW chief executive Ralf Brandstätter said in a statement.

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