

# Lyndon Lie

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# North America Growth Strategy



ICE vehicles: Meeting the American market demands



BEVs: Switching the brand to an electrified industry leader



Mixed Powertrains: ICEs, BEVs, and hybrids to meet consumers where they're at while also reducing carbon footprint





# NAR Product Development | Engineering Hubs

*Innovation & Engineering Center California*



*Oxnard Engineering Hub*



*Arizona Proving Ground*



*Mexico Engineering*

*Vehicle Safety - & Environmental Engineering Office*



*Knoxville Innovation Hub*



*Chattanooga Engineering Hub*



# Battery Engineering Lab Chattanooga

## CAPABILITIES:



Base for the Vehicle Integration team



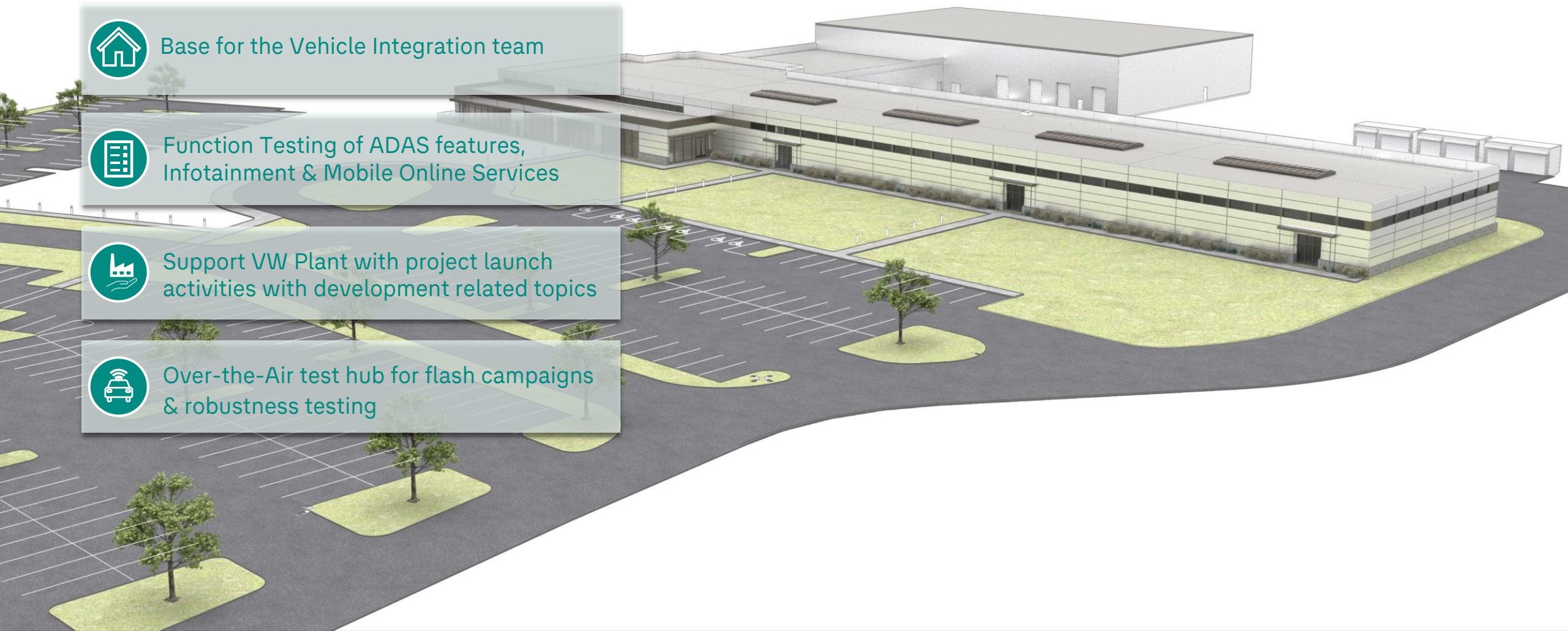
Function Testing of ADAS features,  
Infotainment & Mobile Online Services



Support VW Plant with project launch  
activities with development related topics



Over-the-Air test hub for flash campaigns  
& robustness testing



# Sustainability

**Green Innovations:** How Volkswagen Group of America Engineers the Future of Eco-Friendly Mobility

## NAR Product Development



## Our Partners



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## Recent Success Stories:



### Circular Economy & Recycling

- Mixed Plastic Recycling
- Lower CO2 Footprint
- Virgin material quality by molecular recycling

### Sustainable and Bio-based Materials

- Composite materials made from recycled plastic & natural/paper fibers
- fibers from waste streams no competition to food source

### Cost Efficient Lightweight Composites

- Reduction of CO2 Emissions Through Light Weighting
- 36% reduction in weight
- 70% reduction in tooling cost

### Functional Materials for BEVs

- 270 kW Wireless Power Transfer System
- 20% → 80% Charge in 10min