

Polestar becomes VDIK member



The Association of International Motor Vehicle Manufacturers welcomes a new member: Polestar was admitted to the VDIK by resolution of the Board. The Association now represents 37 brands of international passenger car and commercial vehicle manufacturers in Germany.

A particular strength of the international manufacturers is their wide range of vehicles with particularly low-emission engines. Reinhard Zirpel, VDIK President, emphasized: “The international manufacturers brought electric vehicles to the market early on and are currently very successful. With Polestar as another member, the VDIK is once again underlining this profile. We will continue to work hard for optimal framework conditions for low-emission mobility in Germany, open to new technologies.

Polestar is a new Scandinavian brand for high-performance electric vehicles that has been active in this country for several months now. Alexander Lutz, Managing Director of Polestar Germany, emphasized: “Germany is already an important market for electric cars and will continue to grow rapidly in importance. By becoming a member of the VDIK, we are underlining that we are gaining a foothold in Germany with Polestar and that we will jointly promote electric mobility”.

The Association of International Motor Vehicle Manufacturers has been

representing the interests of the international passenger car and commercial vehicle manufacturers in Germany since 1952. They sell more than 1.4 million passenger cars in Germany every year (2019). That is a market share of around 39 percent. In addition, the VDIK members sell around 120,000 commercial vehicles. The international manufacturers are also an important economic factor in Germany. They cooperate with around 12,000 dealer support centers. There and in their German sales headquarters, they employ over 100,000 people. Some companies have their European headquarters in Germany. In addition, the international manufacturers are important clients of the German supply industry.