

# CASE STUDY

SXSW   
2022



**“This reimaged icon transfers seven decades of VW know-how into the era of software and digitalization; the perfect match for a festival where tech, film, and the music industries converge. True to its Microbus roots, the ID. Buzz delivered countless smiles to the streets of Austin and drew attention everywhere it visited at SXSW.”**

**— Volkswagen**



Volkswagen brought the future of vehicle manufacturing to downtown Austin by taking the all new ID. Buzz to SXSW. Literally driving us into the future, Volkswagen took to the streets to showcase their version of the “The T1 – an icon of the 1950s – enabled people to gain mobility and freedom. With the ID. Buzz, we are transferring this T1 DNA to the present day and thus into the era of electric mobility.”

## THE TARGET

With the inaugural launch of Volkswagen AG’s (Volkswagen & Porsche) exclusive 3-year Automaker Super Sponsorship, SXSW attendees were treated to the US premiere of Volkswagen’s new electric vehicle and taken behind the scenes with the Porsche Unseen initiative.

## THE APPROACH

Volkswagen kicked off the SXSW Conference & Festival with the premiere of their ID Buzz; the all electric version of their classic VW Bus. Whether it was outside of the Austin Convention Center, driving around downtown, or at their ID. Buzz Stop street activation, the ID Buzz couldn’t be missed! In addition to checking out the latest technologies in the ID Buzz, VW enhanced the Buzz Stop with interviews and conversations around innovations in the automotive industry, travel and culture.

## AT A GLANCE

- Location: Headquartered in Wolfsburg, Germany
- Employees: ~668,000 employees
- Industry: Automotive
- SXSW Product Featured:
  - Super Sponsor\*

\*Contact [sales@sxsw.com](mailto:sales@sxsw.com) to learn what is included in a SXSW Super Sponsorship