



Press Release

**Italdesign EVX Project:
3D Proportion Study to be presented in holographic form
to unveil the full potential of the MEB platform**



Moncalieri, September 10, 2025

The exceptional **flexibility and scalability** of the Volkswagen Group's MEB (Modular E-Antriebs-Baukasten) electric modular platform was the **starting point** for Italdesign's EVX study.

Developed as a **research exercise on alternative design volumes and proportions**, as a comparison to other Volkswagen models, it will be presented in holographic visualization on September 10 at the Volkswagen Group Stand, Hall B1, Stand E10 at the IAA Summit in Munich.

Commissioned by [Volkswagen Platform Business](#), the project EVX investigates balance, overall proportions, and the design potential of a concept based on the MEB+ Front Drive architecture, and within the new Electric Urban Car Family. Italdesign focused on adaptability for OEMs outside the Volkswagen Group, showcasing how the platform can meet diverse market needs.

Not intended for production or a specific OEM, EVX envisions a 2+2 coupé, 3-door vehicle, 4.23m long, 1.82m wide and 1.49m high, with a 2.6m wheelbase. True to Italdesign tradition, the project includes preliminary feasibility study to ensure realistic, achievable solutions.

Strategically, EVX highlights the MEB's platform versatility and Italdesign's holistic, agile approach to complex design challenges. It also demonstrates the advanced modeling capabilities of Italdesign's CAS Team, translating conceptual visions into refined 3D forms under tight timelines.

Finally, EVX highlights Italdesign's active role within the Volkswagen Group, as a design and engineering center of excellence and a bridge between the Group and external OEMs, enhancing proprietary technologies in diversified contexts.

Images available at <https://www.italdesign.it/en/media-center/>

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