

Groovy Electric Nostalgia

VW's ID. Buzz Delivers Retro Charm With Modern Limits

By Derek Price

CARGAZING.COM

The 2025 Volkswagen ID. Buzz represents automotive time travel: a battery-powered love letter to the 1960s counterculture icon that once symbolized freedom, peace and questionable life choices.

After a week behind the wheel of this \$61,545 electric van, it's clear Volkswagen nailed the aesthetic assignment while creating a vehicle that's simultaneously impressive and frustrating.

The visual impact is immediate and undeniable. This thing draws crowds like a vintage Woodstock poster.

The two-tone paint scheme, rounded proportions and friendly face create an instant emotional connection that transcends mere transportation.

It looks exactly like what would happen if the Mystery Machine from Scooby-Doo decided to go electric and upscale. People point, smile and ask questions at every stop.

The physical presence surprises. This isn't some nostalgic compact throwback. The ID. Buzz towers over most minivans and commands road space like a small billboard.

The upright driving position places you high above traffic, while the massive windshield creates a greenhouse effect that makes the



The Volkswagen ID. Buzz's retro-modern design translates classic Microbus proportions into a contemporary electric vehicle that commands attention wherever it travels.

cabin feel genuinely cavernous.

Performance delivers unexpected thrills. The single rear-mounted motor produces 282 horsepower and 413 pound-feet of torque, figures that transform this boxy behemoth into something genuinely quick.

The instant electric torque makes merging and passing effortless, creating a peculiar driving dynamic where something that looks like it should lumber actually moves with authority. It's not exactly sporty, but it's

far more engaging than typical van duty requires.

Despite its imposing size, the ID. Buzz maneuvers through parking lots with surprising agility. The tight turning circle makes navigating tight spaces feel more like driving a compact car than piloting a family hauler.

Inside, the space planning showcases what happens when designers start with a clean electric-vehicle architecture. The flat floor and optimized packaging create room that genuinely

impresses.

Three rows of seating feel spacious rather than cramped, and cargo capacity adapts to various family configurations without compromise.

The technology integration reflects Volkswagen's electric-vehicle ambitions. The infotainment system responds quickly and includes the connectivity features modern families expect.

Charging capability supports DC fast charging, though the 234-mile EPA

range feels limiting for the asking price. This range anxiety becomes real during longer trips, requiring more planning than many buyers will appreciate.

The market positioning reveals the ID. Buzz's fundamental challenge. Starting around \$60,000, this becomes a luxury purchase for families who want to make an environmental and style statement.

The potential audience — affluent households seeking electric family transport with retro flair — represents an extremely narrow slice of the market. A gasoline version or lower-priced variant could dramatically expand appeal.

The ID. Buzz succeeds at its primary mission: creating an electric vehicle that generates genuine emotion while serving practical family needs.

Whether that mission translates to commercial success depends on finding enough buyers willing to pay luxury prices for electric van transportation wrapped in 1960s styling.

For the right buyer — someone who values distinctive design, electric motivation and spacious practicality — the ID. Buzz offers something genuinely unique.

For everyone else, it represents an interesting curiosity that generates smiles wherever it shows up.

AT A GLANCE

WHAT WAS TESTED?

2025 Volkswagen ID. Buzz Pro S (\$59,995).
Options: None. Price as tested (including \$1,550 destination charge): \$61,545

BY THE NUMBERS

Wheelbase: 127.5 in.
Length: 195.4 in.
Width: 78.1 in.
Height: 76.2 in.
Power: 91-kWh battery and electric motor (282 hp, 413 lbs. ft.)
Range: 234 miles
MPG equivalent: 90 city, 75 highway

RATINGS

Style: 10
Performance: 9
Price: 3
Handling: 6
Ride: 7
Comfort: 8
Quality: 6
Overall: 8

WHY BUY IT?

It delivers unmistakable retro style, impressive space and surprising performance in an electric package that stands out from every other family vehicle on the road.



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Performance delivers unexpected thrills. The single rear-mounted motor produces 282 horsepower and 413 pound-feet of torque, figures that transform this boxy behemoth into something genuinely quick.



A spacious cabin benefits from electric-vehicle packaging optimization, creating genuinely impressive room for passengers and cargo in a premium environment.

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A CLOSER LOOK



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FACTS, FIGURES AND RATINGS

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