



VWG Inspire

at The Firs Lower School

9th October 2024



The Firs Lower School



Inspiring young minds to drive a future in automotive



We all know the automotive industry is transforming like never before, so it's vital that we think about the talent that will drive us forward throughout the coming years. Our INSPIRE programme is a key part of this. We encourage the next generation to consider a career in the automotive industry.

2024 is going to be our most successful year to date. We are on track to INSPIRE 32,393 young people this academic year, 40% more than last year with nearly 100 school or university events booked in the calendar. On the 9th of October Volkswagen Group UK INSPIRE successfully collaborated with The Firs Lower School. Essentially the INSPIRE team delivered an electrifying presentation to the children about the importance of sustainable mobility solutions for the future. The children also had the opportunity to attend the car display, where they had a chance to explore the differences between internal combustion engines- and electric cars. The ID Buzz was a firm favourite! The afternoon was filled with activities based around themes of focus. We were particularly taken by the children's enthusiasm and excitement during the classroom sessions, their creativity was most inspiring!

Each year group attended an assembly which focussed on electric cars and sustainability. They also had a 30 minute slot at a 'car show' on the field where they were able to get 'up close and personal' with 6 different cars. The children were told about the cars and able to ask questions, they were even able to get inside to try them out (obviously without the engines running!).

Each class also took part in a 30 minute activity led by a Volkswagen Group UK staff member.

- Foundation (Design a car of the future using recyclable material, thinking about colours, patterns and sizes)
 - Year 1 & 2 (Electric car design thinking about cost, branding and audience)
 - Year 3 & 4 (The science behind the movement of a car- Balloon car experiment)

The whole day was a huge success and the children not only learnt something but had good fun in the process.

We'd like to say a huge thank you to the whole Firs team, especially Mr Campbell & Mrs Jamieson for endorsing this wonderful initiative, and a huge thanks to everyone else who made the event what it was - it doesn't go unnoticed.

