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# Trade fair premiere in Geneva: The new ŠKODA Superb heralds a new era for ŠKODA

- › **New ŠKODA flagship makes its mark**
- › **Pure emotion: New ŠKODA Superb revolutionises ŠKODA design**
- › **Upgrade: Top model offers new dimensions in room, comfort and quality**
- › **MQB Technology: Best safety, highest eco-friendliness, innovative connectivity**
- › **Sharp powerhouse: The new ŠKODA Octavia RS 230; top speed 250 km/h**
- › **Stylish: New ŠKODA Fabia Monte Carlo makes its debut**
- › **Attractive: New 'Edition'- special model to commemorate 120 years of automobiles from Mladá Boleslav**
- › **ŠKODA pavilion in Geneva covers 1267 m<sup>2</sup> of floor space in Hall 2**

**Mladá Boleslav, 20 February 2015 – The new ŠKODA Superb is a milestone for the brand. At this year's Geneva Motor Show (5 to 15 March 2015), the third generation of the model will be celebrating its trade fair premiere – just two weeks after its world premiere in Prague. The brand's new flagship is the best ŠKODA of all time and features an emotive design, the most room of any vehicle in its segment, and innovative MQB technology from the Volkswagen Group. The car's market launch is set for mid-2015. ŠKODA will also be celebrating the world premiere of the sporty ŠKODA Fabia Monte Carlo and the racy ŠKODA Octavia RS 230 powerhouse at Lac Léman. In addition, the manufacturer will be presenting the new 'Edition' special model to commemorate 120 years of corporate history this year. ŠKODA is highlighting the brand's high dynamics through the strength of their appearance at this year's Geneva Motor Show. In 2014 ŠKODA achieved a new sales record; selling 1.04 million vehicles, the carmaker delivered more than 1 million ŠKODA vehicles to customers for the first time in a single calendar year.**

"The new superb heralds the dawn of a new era for ŠKODA," says ŠKODA CEO Prof. Dr. h.c. Winfried Vahland. "Over recent years, ŠKODA has established itself as an international volume manufacturer. Our new flagship is now the highlight of ŠKODA's most comprehensive model campaign ever, and shows where ŠKODA stands today." He continues, "The car's outstanding design and engineering qualities, and the unbeatable space make our flagship the new benchmark in the automotive mid-class. The new ŠKODA Superb is a clear demonstration of our growth and points to the future of the brand."

With its new, expressive **design** the new ŠKODA demonstrates the emotional power of the brand. The new Superb brings the exciting design of the 'ŠKODA VisionC' show car into series production. This elegant yet dynamic appearance is supported by the use of the modular transverse matrix (MQB) from the Volkswagen Group. The new ŠKODA Superb sets standards in terms of **room and comfort**. The latest generation of the



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model offers the best head and legroom in the rear and the largest luggage space in its segment. At the same time, the saloon is smarter than ever before with 29 'Simply Clever' details.

The new Superb has reached a new dimension in terms of technology. For the first time in a ŠKODA, the vehicle features Dynamic Chassis Control (DCC), including drive profile selection. Alongside this there is a brand new air-conditioning system, including the new three-zone climate control. An electronic sliding and raising panoramic roof is also available, along with auxiliary heating, heated seats, wirelessly heated windscreen and the electronic boot that can also be opened with a virtual pedal. Thanks to the new parking assistant, the park distance control and the new rear camera, getting in and out of parking spaces has never been easier. And one other feature just in case: the two umbrellas tucked away in the front door panels.

The range of **safety systems** is more comprehensive than ever. These include the series-standard multi-collision brake and the systems Front Assist, including City Emergency Braking, Automatic Distance Control, Proactive Occupant Protection, Lane Assist, Congestion Assistant, Blind Spot Warning, Reverse Parking Assistant, Emergency Assistant, Fatigue Detection, Speed Limiter, Traffic Sign Recognition, Hill Start Assist and Electronic Tyre Pressure Monitoring system. The new Superb also features Smart Light Assist for the first time.

**Connectivity** has never been better: The new infotainment system automatically connects to many smartphones. Details about the vehicle can be retrieved via SmartGate on your smartphone, too. Thanks to high-speed Internet connection, the Superb is the first ŠKODA hotspot on wheels. With the ŠKODA Media Command app, you can operate the infotainment system from the rear from a tablet device.

The new ŠKODA Superb boasts record values in **consumption and emissions**. Thanks to the new engines (five petrol and three TDI common rail diesel), weight reduced by up to 75 kg, and better aerodynamics, the new model consumes up to 30% less fuel, emitting less CO<sub>2</sub> than previously. Despite the reduced consumption, the new engines actually provide up to 20% more power on the road. 4x4 is also available.

### Automotive powerhouse – the new ŠKODA Octavia RS 230

Pure sports emotion – the new ŠKODA Octavia RS 230. ŠKODA's new special edition will be celebrating its world premiere in Geneva. The automotive powerhouse features a racy design, sporty interior, modern technology and impressive power. The ŠKODA Octavia RS 230 is the first ŠKODA to feature – as series-standard – an electronically controlled differential front axle lock for dynamic cornering. The additional '230' designation relates to the new RS special edition's horsepower, accelerating the car from 0 to 100 km/h in just 6.7 seconds with its 169 kW or 230hp two-litre petrol engine. The car's top speed



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stands at 250 km/h, making the ŠKODA Octavia RS 230 the fastest series-produced Octavia of all time. The Octavia RS special edition's market launch is set for June 2015.

### Sporty design - the new ŠKODA Fabia Monte Carlo

Also celebrating its world premiere in Geneva, the new ŠKODA Fabia Monte Carlo – in both the saloon and estate versions. ŠKODA's new small car, launched just a few months ago, shows off its sporty side in a Monte Carlo edition. An attractive style package, sporty interior and wide range of features make the new ŠKODA Fabia Monte Carlo one of the most exciting vehicles in its class.

The most important hallmarks of ŠKODA Fabia Monte Carlo are the black 16 or 17-inch alloy wheels, optional sports suspension, black design elements on the exterior, SunSet (tinted rear window and rear side windows) and tinted panoramic glass roof. The interior offers, among other things, a three-spoke sports leather steering wheel, black interior and sports seats with individual design. This means the new model meets the increasing customer demand for custom cars with a certain *je ne sais quoi*.

### ŠKODA celebrates two anniversaries with fantastic special 'Edition' model

In addition, ŠKODA will be presenting the special 'Edition' models of the ŠKODA Fabia, Rapid, Octavia and Yeti series for the first time in Geneva. The occasion is the 2015 double-anniversary – at the end of December, the company will be celebrating its 120<sup>th</sup> birthday, and 110 years ago the first L&K automobiles were leaving the production halls in Mladá Boleslav.

The 'Edition' models' exterior feature the series-standard attractive design elements, such as door mirrors in the body colour, bicolour alloy wheels, front fog lights and SunSet (tinted rear window and rear side windows). The 'Edition' interior offers fantastic features like the leather-finished three-spoke steering wheel, gear stick and hand brake, décor in brushed aluminium and textile floor mats bordered with grey stitching.

### ŠKODA at the 85<sup>th</sup> International Motor Show 2015 in Geneva:

- > ŠKODA Stand: PALEXPO Geneva, Hall 2, Stand 2160
- > ŠKODA floor space: 1267 m<sup>2</sup> on two levels
- > ŠKODA press conference: 03.03.2015, 10:10 am
- > Number of ŠKODA vehicles exhibited on the first press day: 7 (excl. Superb)
- > Number of ŠKODA vehicles exhibited on second press day and on the public days am: 14 (5x Superb, 1x Octavia Scout, 1x Octavia Combi RS, 1x Octavia Combi G-TEC, 1x Yeti Outdoor Edition, 1x Yeti Monte Carlo, 1x Rapid Spaceback Monte Carlo, 1x Rapid Spaceback Edition, 1x Fabia Monte Carlo, 1x Fabia Combi Edition)
- > Press days: 03.03. – 04.03.2015
- > Public days: 05.03. – 15.03.2015



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## Media images:



### ŠKODA Superb

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Source: ŠKODA AUTO



### ŠKODA Superb

With its pronounced horizontal lines, the interplay between convex and concave surfaces and the razor-sharp, wide LED rear lights, the car also creates an extremely striking impression.

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Source: ŠKODA AUTO



### ŠKODA Octavia RS 230

Pure sports emotion – the new ŠKODA Octavia RS 230. ŠKODA's new special edition will be celebrating its world premiere in Geneva.

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### ŠKODA Octavia RS 230

Pure sports emotion – the new ŠKODA Octavia RS 230. ŠKODA's new special edition will be celebrating its world premiere in Geneva.

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### ŠKODA Fabia Monte Carlo

ŠKODA's new small car, launched just a few months ago, shows off its sporty side in a Monte Carlo edition.

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### ŠKODA Fabia Combi Monte Carlo

ŠKODA's new small car, launched just a few months ago, shows off its sporty side in a Monte Carlo edition.

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### ŠKODA Fabia Monte Carlo

The interior offers, among other things, a three-spoke sports leather steering wheel and sports seats with individual design.

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## ŠKODA Edition

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Source: ŠKODA AUTO

### ŠKODA AUTO

- > is one of the longest-established vehicle production companies in the world. In 1895, the Czech headquarters in Mladá Boleslav began producing bicycles, followed by the production of motorbikes and cars.
- > currently has seven passenger car models: Citigo, Fabia, Roomster/Praktik, Rapid, Octavia, Yeti and Superb.
- > in 2014 delivered more than 1 million vehicles to customers worldwide for the first time in a single year.
- > has belonged to Volkswagen since 1991. The Volkswagen Group is one of the most successful automotive groups in the world. ŠKODA, in association with the Group, independently manufactures and develops vehicles, as well as components, engines and gear transmissions.
- > operates at three locations in the Czech Republic, produces in China, Russia, Slovakia and India mainly through Group partnerships, as well as in Ukraine and Kazakhstan through local partners.
- > employs over 25,800 people globally and is active in more than 100 markets.