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Chinese journalists on the road in vintage ŠKODAs

- › Six representatives of the prestigious Chinese media take part in the 7 Castles Rally in Prague driving ŠKODA classic cars
- › Classic cars draw huge crowds in China

Mladá Boleslav, 27 April 2015 – Taking part in the fantastic vintage car rally, visiting the ŠKODA museum, touring Prague's historic Rudolfinum building, and experiencing the home of the Czech Philharmonic – the group of Chinese journalists had an action-packed visit to ŠKODA AUTO.

ŠKODA is one of the longest-established automotive companies in the world. ŠKODA's roots are in the heart of Europe – an industrial region with a great tradition of craftsmanship and engineering. With a number of legendary automotive brands that originated in the early days of the automobile in Bohemia, this is where the origins of the automobile lie. Václav Laurin and Václav Klement, the company's founding fathers, were pioneers in the world of motorized mobility, and thus the modern era of the car.

This makes ŠKODA one of the pioneering brands in the automotive industry. Established in 1895, the brand's expertise today is based on 120 years of tradition and experience in vehicle construction, the craftsmanship and engineering expertise of the Czech industry, and the knowledge and experience of an excellent team. In addition, the brand has been able to rely on the capabilities and performance of the Volkswagen Group since 1991.

Alongside ŠKODA, the representatives of Chinese magazines and consumer websites were immersed in the history of the country and automobile during the 7 Castles Rally in and around Prague.

The ŠKODA Felicia, ŠKODA 1000 MB Rally, ŠKODA 645, ŠKODA 1101 'Tudor' and ŠKODA 440 'Spartak' started in the race.

Taking part in the vintage car rally was a further step in popularizing classic cars among the Chinese public, and an interactive journey through ŠKODA's marvellous 120-year history. "In China, classic cars are becoming increasingly popular with our readers – both among hard-core automobile enthusiasts and fans of the brand, and those looking to invest in something more out of the ordinary. "It was fascinating being able to test drive these fantastic automobiles from ŠKODA's long history; it was a completely new experience for us," says Ge Li, the lady representing China Business Journal. The visit to the ŠKODA Museum in Mladá Boleslav was also met with keen interest. This included the special exhibition dedicated to the latest generation ŠKODA Superb and its predecessors. As part of the Czech carmaker's sponsorship engagements, the Chinese guests went on a tour around the historic Rudolfinum building – the home of the Czech Philharmonic Orchestra; one of ŠKODA AUTO's traditional sponsorship partners.



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ŠKODA have also sent their classic cars to China where, for example, the Laurin & Klement 300, the ŠKODA Popular Monte Carlo and the Roadster ŠKODA Felicia have been presented to the Chinese public at various events over the last few months.

China is ŠKODA AUTO's strongest market where the brand plans to sell more than 500,000 vehicles annually. In 2014, the brand's deliveries increased 24% to a record-breaking 281,400 cars. In the first quarter of this year, ŠKODA's sales figures increased 15.6%. More than 1.4 million ŠKODA vehicles have been sold in China since 2007. The current range comprises six models. In China, the brand works in close partnership with their local partner Shanghai Volkswagen.

The activities related to the company's 120th anniversary and the 110-year tradition of car production have made a synergistic contribution to the popularization of ŠKODA cars.

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Media images:



Chinese journalists on the road in vintage ŠKODAs

Six representatives of the Chinese media take part in the first ever 7 Castles Rally.

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Source: ŠKODA AUTO



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At the victory ceremony, the ŠKODA Classic team won the category for the most beautiful car, honoured by an expert jury.

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Experiencing ŠKODA's 120-year history is a very appealing concept to the increasing number of Chinese people interested in the brand's current and historic vehicles.

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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 25,900 people globally and is active in more than 100 markets.