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# ŠKODA World Dealer Conference: The new ŠKODA Superb in the limelight once again

- › **Anticipation: ŠKODA partners from all over the world to experience the brand's new flagship for the first time**
- › **Mega-event in Vienna: 11 days, 200 vehicles, 4,600 participants**
- › **New era: ŠKODA Superb reaches new level in technology and design**

**Mladá Boleslav/Vienna, 28 April 2015 – Big show for a great car: four weeks before its official market launch, ŠKODA will be presenting the new ŠKODA Superb to their international dealership teams for the first time at the ŠKODA World Dealer Conference (28 April to 8 May) in Vienna. The brand's completely redesigned flagship, reaching a new level in terms of design and technology, is taking ŠKODA into a new era. The market launch is set for June 2015.**

At the World Dealer Conference (WDC), 4,600 ŠKODA partners from around the world will have the opportunity to experience the driving dynamics and every small detail of the new ŠKODA Superb for themselves. ŠKODA sales partners from Europe will be attending the eleven-day event in the Austrian capital alongside their colleagues from ŠKODA dealerships in China, India and Australia.

"The launch of the new ŠKODA Superb marks the dawn of a new era for us and our sales partners from around the world," says ŠKODA Board Member for Sales and Marketing Werner Eichhorn. "The Superb is setting new benchmarks in its competitive segment in terms of design and technology, as well as its generous interior space. Our new flagship is going to attract new customers from the private and business sectors to ŠKODA."

The new ŠKODA Superb is the star of the 2015 automotive year. Be it at the emotional world premiere in mid-February in Prague, at the Geneva and Shanghai Motor Show, or in the initial media reports – the response to the completely redeveloped third generation model has been excellent. And for good reason: the new ŠKODA Superb boasts modern, expressive and emotive designs, the largest interior in its segment, and reaches a new level in terms of safety connectivity and eco-friendliness thanks to innovative MQB technology from the Volkswagen Group. This moves the new ŠKODA Superb to the upper-end of the automotive mid-class.

The ŠKODA Superb has formed the apex of ŠKODA's model range since 2001. To date, the brand has delivered around 750,000 first and second-generation ŠKODA Superbs to customers all over the world. This makes the model one of the most popular vehicles in its class.



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## Media image:



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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.