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ŠKODA on record course: One million vehicles already delivered in 2016

- › **Growth course: ŠKODA delivers one million vehicles to customers by mid-November – around one month earlier than previous year**
- › **Successful top model: ŠKODA SUPERB sales up 85.2% over the same period last year**
- › **Further growth momentum thanks to new ŠKODA KODIAQ and comprehensively upgraded ŠKODA OCTAVIA**
- › **Outlook: 'Strategy 2025' sets the course for company's future and defines high-growth areas of activity**

Mladá Boleslav, 23 November 2016 – Today, ŠKODA surpassed the mark of one million vehicles delivered in 2016. This means that ŠKODA has reached the milestone approximately one month earlier than 2015, and has delivered a seven-digit number of vehicles for the third year in a row. The top model ŠKODA SUPERB has made a considerable contribution to this success. From January to today, almost 115,000 units of the flagship have rolled off the production line – an increase of 85.2% compared to the previous year. The launch of the new large SUV model ŠKODA KODIAQ and the comprehensively upgraded ŠKODA OCTAVIA promise further growth momentum for 2017.

"The current financial year shows that ŠKODA can sustainably tap into new customer segments with a modern model range on the international markets," says ŠKODA CEO Bernhard Maier, adding: "We will also continue our growth course in 2017. The new ŠKODA KODIAQ is going to play an important role in this; the model will expand our range in the growing SUV segment."

The flagship ŠKODA SUPERB has recorded particularly dynamic development over the year to date: Between January and October, almost 115,000 units of the top model made their way to customers around the world. Compared to the same period last year, this represents an increase of 85.2% (January to October 2015: 61,900 vehicles). The popular small car ŠKODA FABIA and the compact ŠKODA RAPID are also showing positive trends. Deliveries of these models increased by 6.7% and 7.0%, respectively, over the same period.

The heart of the brand, ŠKODA OCTAVIA, has made a significant contribution to the expected record sales: ŠKODA delivered 361,700 units of their bestseller from January to October. In the coming year, major revisions are planned for the ŠKODA OCTAVIA. The successful model is set to further strengthen its successful position on the international markets.

ŠKODA will be launching their first large SUV on the markets next year. With the ŠKODA KODIAQ, the brand is launching their campaign in the currently largest and fastest





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growing SUV segment. The new model will open up new customer groups for the traditional brand. Orders are already being placed for the ŠKODA KODIAQ, which will be heading to the first customers in February 2017.

Beyond the positive outlook for 2017, ŠKODA has set the course for long-term growth. The plan of action is set out in Strategy 2025, with which the Czech manufacturer is preparing for the challenges facing the automotive industry. Key aspects of the future strategy include electromobility, digitalizing the company, products and manufacturing, as well as new mobility services and connectivity. ŠKODA intends to grow in two dimensions: Firstly, in terms of increasing vehicle sales; and secondly by expanding the growth course to include new business segments, such as digital mobility services.

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Media image:



ŠKODA on record course: One million vehicles already delivered in 2016

Today, ŠKODA surpassed the mark of one million delivered vehicles in 2016. This means that ŠKODA has reached this milestone approximately one month earlier than 2015. Sales of ŠKODA SUPERB (photo) rose by 85.2% compared to the previous year.

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Source: ŠKODA AUTO

ŠKODA AUTO

- > is one of the longest-established vehicle manufacturers in the world. The company was founded in 1895 – during the pioneering days of the automobile. Today, the company's headquarters remain in Mladá Boleslav.
- > currently offers the following models in the range: CITIGO, FABIA, RAPID, OCTAVIA, YETI, KODIAQ and SUPERB.
- > in 2015 delivered more than 1 million vehicles to customers worldwide.
- > has belonged to Volkswagen Group since 1991. The Volkswagen Group is one of the most successful vehicle manufacturers 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 26,600 people globally and is active in more than 100 markets.