



ŠKODA
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PRESS RELEASE

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ŠKODA is the official main sponsor and vehicle partner of the IIHF Ice Hockey World Championship for the 25th time

- › The Czech brand has been one of the most important partners of the World Championship for a quarter of a century
- › ŠKODA provides 55 vehicles for the organisers of the IIHF Ice Hockey World Championship
- › The ŠKODA KODIAQ and SUPERB feature prominently at World Championship matches
- › The car manufacturer's brand logo adorns the face-off circle and hoardings at World Championship venues
- › ŠKODA 'fan zones' in Paris and Cologne offer a diverse supporting programme
- › The ŠKODA fleet covered more than 6 million km without any technical faults
- › Official 'IIHF app' powered by ŠKODA provides live results, statistics and information

Mladá Boleslav, 3 May 2017 – There is a particular focus on ŠKODA at this year's International Ice Hockey Federation (IIHF) Ice Hockey World Championship. The Czech car manufacturer is supporting the major sporting event, which will take place in Cologne and Paris from 5-21 May, as its main sponsor and vehicle partner for an impressive 25th time. This gives ŠKODA a place in the Guinness book of records for the longest world championship sponsorship deal in sporting history. ŠKODA provides a total of 55 vehicles for the IIHF organisers. During World Championship matches, the ŠKODA KODIAQ and SUPERB are prominently positioned a few metres from the playing area. Furthermore, the ŠKODA brand logo adorns the face-off circle in the centre of the playing area and the hoardings. For enthusiasts of this 'cool' sport, the company has prepared additional highlights in the shape of the specially organised 'fan zones'.

In the run-up to the IIHF Ice Hockey World Championship, ŠKODA handed a total of 55 vehicles over to the International Ice Hockey Federation (IIHF) at the DRIVE. Volkswagen Group Forum in Berlin and the hockey arena in Paris. The ŠKODA fleet for the IIHF includes the ŠKODA OCTAVIA, SUPERB and KODIAQ models. Each year, the ŠKODA fleet clocks up an average of around 250,000 km as part of its duties at the IIHF Ice Hockey World Championship. Over the last 25 years, the distance covered totalled over 6 million km. This is equivalent to the ŠKODA vehicles going around the world 140 times – and a journey has never needed to be interrupted due to a technical fault, meaning that they have proved their reliability in impressive style.

ŠKODA is also the exclusive partner of the 'IIHF app'. With this app, which is available for Android, Apple and Windows phones, users benefit from up-to-date information, live results and statistics for the World Championship on their smartphone or tablet. You'll also never miss a goal thanks to the goal alarm. Furthermore, you can use your own selfies to make player cards featuring each of your favourite teams and players and then share them with friends. Fans can also find exciting facts, interesting background stories, up-to-date information about everything happening at the World Championship and much more at www.skoda-hockey.com.

ŠKODA and ice hockey: the Czech company laid the foundations for this partnership a whopping 25 years ago. Since 1993, ŠKODA AUTO has taken centre stage as the official main sponsor of the





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annual IIHF Ice Hockey World Championship. The car manufacturer has already immortalised itself in the Guinness book of records with the longest world championship sponsorship deal in sporting history.

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The ŠKODA fleet for the IIHF includes the ŠKODA OCTAVIA, SUPERB and KODIAQ models. The Czech car manufacturer is supporting the major sporting event, which will take place in Cologne (photo) and Paris from 5-21 May, as its main sponsor and vehicle partner for an impressive 25th time.

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Source: ŠKODA AUTO



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In the run-up to the IIHF Ice Hockey World Championship, ŠKODA handed vehicles over to the International Ice Hockey Federation (IIHF) at the hockey arena in Paris.

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Source: ŠKODA AUTO

ŠKODA AUTO

- › is one of the longest-established car 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 model series: CITIGO, FABIA, RAPID, OCTAVIA, YETI, KODIAQ and SUPERB.
- › delivered more than 1 million vehicles to customers worldwide in 2016.
- › has been part of Volkswagen Group since 1991, 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 such as 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 with local partners.
- › employs over 30,000 people globally and is active in more than 100 markets.

