



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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Tour de France winner Christopher Froome raises ŠKODA crystal trophy into Parisian sky

- › ŠKODA CEO Bernhard Maier presents Michael Matthews with trophy for winner of points classification
- › All winning trophies for cycling classic created by ŠKODA Design
- › ŠKODA drives into spotlight as official partner and vehicle partner for 14th time
- › Czech manufacturer sponsors Green Jersey for the winner of the points classification for the third time
- › ŠKODA SUPERB in action once again as 'Red Car' for Tour Director Christian Prudhomme
- › New ŠKODA KAROQ celebrates Tour debut

Mladá Boleslav, 24 July 2017 – For his fourth overall victory at probably the toughest bicycling race in the world, Tour de France winner Christopher Froome received the trophy of Czech crystal designed by ŠKODA on the Champs-Élysées. The trophy for the best in the points classification was presented to Michael Matthews by ŠKODA CEO Bernhard Maier at the award ceremony in Paris. The trophy made of green glass was also created by ŠKODA Design, as were the prizes for the best young rider and the best climber, won this year by Simon Yates and Warren Barguil. The automobile manufacturer has been supporting the cycling classic since 2004, this year leading the way as the official partner and vehicle partner for the 14th time. The brand provided 250 cars for the organisation and support of the peloton, including a ŠKODA SUPERB as the 'Red Car' for Tour Director Christian Prudhomme. A highlight of the opening stage in Düsseldorf was the appearance of the new ŠKODA KAROQ.

On 1 July, 2017, the 104th Tour de France started in Düsseldorf and ended in the French metropolis three weeks later. During the race, Christopher Froome put on the yellow jersey for the overall winner and wore it proudly all the way to Paris. The 32-year-old British rider celebrated his fourth win of Tour de France in his career.

For the third time, ŠKODA sponsored the Green Jersey for the winner of the points classification, which was won by Michael Matthews this year. All the victory trophies were created by ŠKODA Design and produced by the Czech glass manufacturer Lasvit. While the dimensions of the 60 cm tall, four-kilogram art pieces are always the same, the ŠKODA designers come up with creative new ideas for the surface every year. For this year's Tour de France, they were inspired by the ŠKODA VISION E: Just as the electric study presented at the Shanghai Auto Show in April, the glass trophies also feature a fascinating emotive design that embodies a modern interpretation of Czech crystal art.

New ŠKODA KAROQ celebrates Tour debut

ŠKODA is one of the main sponsors of the Tour de France. The Czech brand led the way in the cycling classic for the 14th time as the official partner and vehicle partner. In total, the brand provided 250 cars as organization and accompanying vehicles. The fleet included the new ŠKODA KODIAQ SUV, the extensively upgraded ŠKODA OCTAVIA and the ŠKODA SUPERB. As in previous years, the traditional Czech brand's flagship led the field as the 'Red Car'. The SUPERB saloon, painted in eye-catching corrida red, has numerous equipment details and technical





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features, transforming the vehicle into a mobile control centre for Tour Director Christian Prudhomme. These include, among others, the panoramic roof that can be opened at the push of a button from the second row of seats.

As a special highlight, ŠKODA used three new ŠKODA KAROQs, which accompanied three teams as service vehicles, as part of the premiere stage in Düsseldorf. During the three-week deployment, the ŠKODA fleet covered around 2.8 million kilometres. Since 2004, the total mileage of the Tour de France amounts to over 30 million kilometres. A ŠKODA service team prepared the 250 vehicles perfectly for the upcoming stage every day.

Cycling commitment demonstrates ŠKODA's special relationship with the bicycle

ŠKODA's passion for cycling goes back to the beginnings of the company's history, which started with the bicycle. In 1895 – 122 years ago – Václav Laurin and Václav Klement founded a bicycle manufactory in the Bohemian town of Mladá Boleslav. Ten years later, the Voiturette A became the first automobile of the young company to leave the workshop. In 1925 Laurin & Klement merged with ŠKODA. Today, cycling is a cornerstone of ŠKODA's sponsorship strategy. In addition to sponsoring the Tour de France and the Spanish Tour ('Vuelta'), the Czech car manufacturer supports other international cycling races, as well as numerous national and international cycling events. Bicycles and accessories are also part of ŠKODA's extended product range.

For more information:

Jozef Baláž
Head of Corporate Communications
T +420 326 811 773
jozef.balaz@skoda-auto.cz

Tomáš Kubík
Spokesperson Corporate & Business
T +420 326 811 749
tomas.kubik@skoda-auto.cz

Media image:



Michael Matthews wins the Green Jersey

ŠKODA CEO Bernhard Maier (right) presents the green glass trophy for the winner of the points classification of this year's Tour to Michael Matthews.

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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 2016 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 30,000 people globally and is active in more than 100 markets.

