



ŠKODA
SIMPLY CLEVER

PRESS KIT

Page 1 of 3

New ŠKODA design language – more emotive and dynamic than ever

- › The ŠKODA SCALA: design concept of the spectacular VISION RS has now been transferred into a production car
- › Modern appearance with sculptured, clearly defined surfaces and precision details
- › Optionally available extended rear window, 'ŠKODA' lettering on the tailgate

Mladá Boleslav / Tel Aviv, 6 December 2018 – The new ŠKODA SCALA is the first production model to demonstrate the next development stage of the brand's design language, which will also shape the car manufacturer's future models. New sculptural shapes, dynamic design features as well as precision-designed details lend the SCALA a distinct identity. The new compact car is ŠKODA's first production vehicle in Europe to bear ŠKODA lettering across its tailgate instead of the brand's well-known logo.



Source: ŠKODA AUTO

[Download](#)

ŠKODA Head of Design, Oliver Stefani, said, "The SCALA is an important step in the further development of the ŠKODA design language. Not only is it a car that is practical and within reach for everybody – as you've come to expect from our cars – but it's also visually extremely powerful, sporty and very emotive."



ŠKODA
SIMPLY CLEVER

PRESS KIT

Page 2 of 3

With its perfect proportions, clearly defined surfaces, flowing lines and advanced aerodynamics, the new ŠKODA SCALA comes across as modern and sporty. The front is striking with an upright radiator grille, a large air inlet underneath and side Air Curtains. The ŠKODA-specific tornado line makes the vehicle look longer and is in perfect harmony with the car's dynamic roofline. The aerodynamically optimised roof spoiler and the sporty diffuser underneath the bumper shape the wide rear.

Extended rear window bears 'ŠKODA' lettering

As an alternative to the standard tailgate, the car can be ordered with an extended rear window. In this case, the 'ŠKODA' lettering is featured on the window itself. In addition to the extended rear window, the Emotion package comes with a large panoramic glass roof including an electrically retractable sunblind as well as full-LED headlights and tail lights.

LED technology provides visual highlights

Innovative LED headlights and tail lights also shape the ŠKODA SCALA's appearance and showcase the brand-typical crystalline features, which are emphasized by the ŠKODA Crystal Lighting lettering. The headlights are narrow and tapered; the razor-sharp designed tail lights with rear fog light shine in the brand-typical 'C' shape. The SCALA is the first ŠKODA to offer dynamic rear indicators as an optional extra. The indicators are divided into individual LEDs. When the driver turns the indicators on, they flash outwards in a sweeping motion. The dynamic indicators are easily noticeable by road users, even in bad weather – an important contribution to improved road traffic safety.



ŠKODA
SIMPLY CLEVER

PRESS KIT

Page 3 of 3

Aerodynamically optimised alloys of up to 18 inches

The range of wheels available for the ŠKODA SCALA starts with 15- and 16-inch steel wheels. Furthermore, there are numerous alloys ranging between 16 and 18 inches to choose from. The 16-inch Hoedus, 17-inch Propus and 18-inch Vega Aero wheels are new to the line-up. All three come in gloss black and have been aerodynamically optimised to make the car more streamlined.

Further information:

Hermann Prax
Head of Product Communications
T +420 326 811 731
hermann.prax@skoda-auto.cz

Pavel Jína
Spokesperson – Product Communications
T +420 326 811 776
pavel.jina@skoda-auto.cz



For the latest news, follow us on <https://twitter.com/skodaautonews>
All content relating to the ŠKODA SCALA can be found using [#SkodaScala](#)

ŠKODA AUTO

- › was founded during the pioneering days of the automobile in 1895, making it one of the longest-established automobile companies in the world.
- › currently offers its customers nine passenger-car series: the CITIGO, FABIA, RAPID, SCALA, OCTAVIA, KAROQ, KODIAQ, as well as the KAMIQ (in China) and the SUPERB.
- › delivered more than 1.2 million vehicles to customers around the world in 2017.
- › has belonged to Volkswagen Group since 1991. The Volkswagen Group is one of the most successful vehicle manufacturers in the world. In association with the Group, ŠKODA AUTO independently develops and manufactures vehicles, as well as components such as engines and transmissions.
- › operates at three locations in the Czech Republic; manufactures in China, Russia, Slovakia, Algeria and India mainly through Group partnerships, as well as in Ukraine and Kazakhstan with local partners.
- › employs over 35,000 people globally and is active in more than 100 markets.
- › is pressing ahead with the transformation from a traditional car manufacturer to the 'Simply Clever company for the best mobility solutions' as part of the ŠKODA 2025 Strategy.