



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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'Umbrella Day': ŠKODA drivers always have their umbrella to hand

- › With umbrellas provided in their cars, ŠKODA customers are well-equipped – come rain or shine
- › The umbrella in the interior is just one of now over 60 Simply Clever features
- › ŠKODA's Simply Clever solutions – versatility and added value since 2003

Mladá Boleslav, 10 February 2019 – ŠKODA vehicles have been impressing with their popular Simply Clever features for a decade and a half, offering real added value to their customers' everyday lives. The Czech car manufacturer now has more than 60 of these practical everyday helpers available to its customers, including umbrellas provided in their cars. So, customers really have all they need – come rain or shine. The umbrella has its own compartment inside virtually all ŠKODA models and is in easy reach at any time. On 'Umbrella Day', the folding companion gives us a reason to look back at the beginnings and the history of the practical features which prove that Simply Clever is more than just a slogan at ŠKODA.

'Umbrella Day' falls on 10 February every year in the USA. It is unclear when the day honouring the umbrella was first celebrated. Today however, it even has its own hashtag on various social media platforms: [#NationalUmbrellaDay](#). And the handy companion moves with the times in other respects too: in its early days, it was depicted in ancient carvings and has since proven a must-have fashion accessory over the course of its long career. It has of course evolved steadily; technical innovations were introduced, for example with regard to waterproofing and folding technology.

In short, the popular everyday companion has proven invaluable and is something we now cannot imagine living without. Reason enough that virtually all of our ŠKODA cars have come equipped with umbrellas as standard or as an optional extra for over 10 years. This means our customers have all they need – come rain or shine. The handy little device made its first appearance in the first generation of SUPERB. Today, the compact companion is available for virtually all models – it can be found under the front passenger seat in the ŠKODA FABIA, RAPID, OCTAVIA and KAROQ; the SUPERB, KODIAQ and the new ŠKODA SCALA feature umbrella compartments in their front doors. The umbrella is just one item on a long list of now more than 60 popular Simply Clever solutions making customers' lives that little bit easier.

Simply Clever features – versatility that sets benchmarks

At ŠKODA, the concept of Simply Clever first arose in 2003. The Czech car manufacturer presented the Roomster concept car at Germany's International Motor Show in Frankfurt and the positive feedback was not far behind. Smart features such as the sliding rear seats or the swivel front seats were particularly well-received. This then inspired ŠKODA engineers to come up with new intelligent features time and time again. The very first Simply Clever solutions found in cars produced by the Czech car manufacturer included the boot covers that can be tucked away and nets in the boot, available for the OCTAVIA and FABIA model ranges. Originality has always been key: Simply Clever features are unique selling points. They must be versatile as well as practical, and offer customers real added value in their everyday lives.

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Today's range of features includes a funnel integrated into the lid for the windscreen washer tank, a waste bin in the doors, a glasses compartment above the rear-view mirror, door-edge protection and a bottle holder in every door. Not to forget the Easy Open cup holder in the centre console, the pocket for documents, positioned in easy reach of the driver on the inside of the front passenger seat, as well as the high-vis vests to hand for all occupants. Other practical features include built-in coat hangers, folding tray tables and an ice scraper including magnifying glass in the fuel filler flap. Bag hooks in the boot and a car park ticket holder on the A-pillar make ŠKODA customers' everyday lives that little bit easier too. And holders for tablets and smartphones as well as front and rear USB ports demonstrate that ŠKODA engineers always keep up with the times, also when it comes to Simply Clever features.

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Media image:



'Umbrella Day': ŠKODA drivers always have their umbrella to hand

For more than a decade, ŠKODA cars have come with an umbrella – just one of the brand's popular Simply Clever features. Today, on 'Umbrella Day', the handy little device gives us a reason to look back in history.

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Source: ŠKODA AUTO

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 and the SUPERB.
- › delivered more than 1.25 million vehicles to customers around the world in 2018.
- › 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.

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