



**ŠKODA**  
SIMPLY CLEVER

# PRESS RELEASE

Page 1 of 2

## Innovative lighting technology provides maximum safety in the revised ŠKODA SUPERB

- › Updated SUPERB is the first ŠKODA production model to feature full LED Matrix headlights and dynamic lighting functions
- › Full LED tail lights with dynamic indicators improve visibility
- › Revised SUPERB to be launched in May at the IIHF Ice Hockey World Championship in Bratislava

Mladá Boleslav, 14 May 2019 – ŠKODA's updated flagship model, the SUPERB, is the brand's first production model to feature innovative full LED Matrix headlights. The revised model will boast even more safety and greater comfort. By releasing a design sketch and video, the Czech car manufacturer is offering a first impression of the new full LED Matrix headlights, the redesigned LED fog lights and full LED tail lights with dynamic indicators. The world premiere of the modernised ŠKODA SUPERB is taking place in May as part of the 2019 IIHF Ice Hockey World Championship in Bratislava, Slovakia. ŠKODA AUTO is acting as the sporting event's main sponsor for an impressive 27<sup>th</sup> time.

The sketch of the full LED Matrix headlights reveals the design of the innovative lighting system, which consists of an LED module for the dipped and high beam as well as three further LED high beam segments, and bears 'ŠKODA Crystal Lighting' lettering in the housings. A narrow strip of LEDs provides the indicators, daytime running lights and position light. Above this are fine needle-like LED structures, which are part of the new animated Coming/Leaving Home function. When turning on and turning off the car, this feature automatically turns elements of the headlights and tail lights on and off in a specified sequence.

The video shows the new full LED Matrix headlights and the Coming/Leaving Home animation in action and illustrates how they work. It also showcases the redesigned fog lights featuring LED technology and the full LED tail lights. As a debut for the ŠKODA SUPERB, these come with dynamic indicators that illuminate in an outward sweeping motion. Not only do these provide a more dynamic appearance, they are also more noticeable for other road users and increase road traffic safety.

Being the Czech car manufacturer's flagship model, the ŠKODA SUPERB boasts the brand's latest innovations in terms of safety, driving comfort, performance and eco-friendliness – bringing many advantages and specification features from higher-tier vehicles into the mid-size car segment.

The upgraded ŠKODA SUPERB is celebrating its world premiere in May at the 2019 IIHF Ice Hockey World Championship in the Slovakian capital, Bratislava.

### Further information:

Hermann Prax  
Head of Product Communications  
T +420 734 298 173  
[hermann.prax@skoda-auto.cz](mailto:hermann.prax@skoda-auto.cz)

Alžběta Štastná  
Product Communications  
T +420 605 293 509  
[alzbeta.stastna@skoda-auto.cz](mailto:alzbeta.stastna@skoda-auto.cz)



**ŠKODA**  
SIMPLY CLEVER

# PRESS RELEASE

Page 2 of 2

## Media video and image:

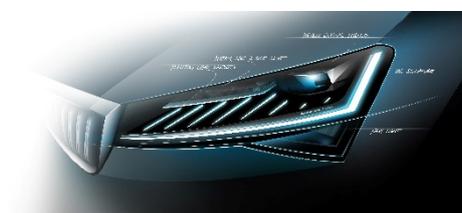


### **VIDEO: Full LED Matrix headlights for the ŠKODA SUPERB**

By releasing this video, ŠKODA is offering a first glimpse of the revised ŠKODA SUPERB's new full LED Matrix headlights and dynamic light effects.

[Download](#)

Source: ŠKODA AUTO



### **Full LED Matrix headlights for the ŠKODA SUPERB**

The SUPERB is ŠKODA's first production model to be given the new full LED Matrix headlights featuring various LED modules, a strip of LEDs and fine needle-like LED structures.

[Download](#)

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 eight passenger-car series: the CITIGO, FABIA, RAPID, 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 transforming from being a traditional car manufacturer to a 'Simply Clever Company for Optimal Mobility Solutions' as part of ŠKODA Strategy 2025.