



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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ŠKODA AUTO DigiLab launches 'Citymove' mobility app

- › Free Citymove app calculates the best route, enables different means of transport to be booked and helps to find parking spaces in Prague
- › As stated by ŠKODA AUTO CDO Andre Wehner, multimodal city app demonstrates the brand's continuous evolution from a car manufacturer into a Simply Clever company for the best mobility solutions

Mladá Boleslav / Prague, 19 August 2019 – Congested roads and full car parks – these days, anyone wishing to drive into Prague's city centre must be prepared for traffic jams and long waiting times. The new [Citymove app](#) – developed by ŠKODA AUTO DigiLab – helps users to decide whether it is worth leaving their car at home. Using Citymove, a clever mix of mobility options is possible: busses, trams, the metro, rental bikes, taxis and ride-hailing cars. Users can now select, book and pay for suitable means of transport that offer the best route – all using their fingertip.

Following a successful pilot phase, the app developed by ŠKODA AUTO DigiLab is now available for Prague free of charge. For its launch, it consolidates the mobility services offered by Prague's transport association DPP – metro, bus, tram and ferry – 'Freebike' e-bike sharing as well as the ride-hailing service 'Liftago'. ŠKODA AUTO DigiLab is working on integrating other services, such as car parking recommendations. As soon as the user has entered the start and destination of their journey, Citymove calculates the best route and suggests suitable means of transport.

Andre Wehner, Chief Digital Officer at ŠKODA AUTO, embraces the launch of this new intermodal app, saying, "ŠKODA AUTO is consistently adding to its range of clever, new mobility services. Citymove enables many people to choose the best transport option for every single route in the city. This is a first. Users of the app literally hold the city's wide range of mobility options in their hands."

Jarmila Plachá, Head of ŠKODA AUTO DigiLab, added, "Our Citymove app consolidates numerous services into one application, thereby making urban life easier and more enjoyable. And that's only the beginning – over the coming months, other tailor-made services will be added."

Following a free download, available for Android and iOS, the user just has to set up an account to book any of the services. E-bikes are paid for directly using the credit card details saved in the account, taxi rides are settled in the car and the text message tickets for urban traffic will be included in the phone bill.

The new [Citymove app](#) also promises easy and efficient parking in Prague's city centre. From now on, drivers can use it to find parking spaces and zones, as well as pay their parking fees by credit card via their phone.

The launch of the urban mobility app Citymove sees ŠKODA AUTO position itself even more distinctly as a provider of integral mobility services – also allowing people who do not own a ŠKODA to benefit from the services that make customers' lives easier and more enjoyable. Interconnected mobility as well as clever solutions for the first and last mile play an essential role in this. And, as always, the



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brand places the greatest importance on both the degree of utility for the user's personal lifestyle and reducing the environmental impact.

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ŠKODA AUTO DigiLab launches 'Citymove' mobility app

The Citymove app provides users with a one-stop shop for many mobility services, enabling them to select and book the best means of transport using their fingertip.

[Download](#)

Source: ŠKODA AUTO

ŠKODA AUTO

- › was founded during the pioneering days of the automobile in 1895, making it one of the longest-established car 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 been part of Volkswagen Group since 1991. 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 39,000 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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