



ŠKODA
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PRESS RELEASE

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Another win: ŠKODA KAMIQ GT nets prestigious Red Dot Award for outstanding product design

- › First Red Dot Award for a model developed by SAIC Volkswagen Automotive
- › Trophy awarded for unmistakable design language and uniquely contemporary style
- › Second ŠKODA vehicle to win the award in 2020, after the ŠKODA OCTAVIA

Mladá Boleslav, 16 April 2020 – Two winners of one of the most coveted international design trophies this year: following in the footsteps of the ŠKODA OCTAVIA, the ŠKODA KAMIQ GT is the Czech carmaker's second model to receive the renowned Red Dot Award for outstanding product design. Tailored specifically to the requirements and expectations of the Chinese market, the city SUV coupé impressed a jury of international experts with its dynamic design language and contemporary looks. This is the first Red Dot Award win for SAIC Volkswagen Automotive Co., Ltd., a joint venture that develops and produces Volkswagen and ŠKODA models for the Chinese market. The Red Dot Award, presented this year for the 65th time, is considered one of the world's most important design awards, alongside the German IF Award and the IDEA Award from the US. The ŠKODA KAMIQ GT is the 15th ŠKODA model since 2006 to be honoured with this award.

Offered exclusively in China, the ŠKODA KAMIQ GT is the coupé version of the Chinese ŠKODA KAMIQ. It combines a dynamic appearance with a spacious interior and practical equipment features. This SUV coupé is aimed at a lifestyle-conscious young customer demographic with a focus on driving enjoyment, along with everyday usability and an emotive design. The front is dominated by sharp lines and avant-garde design elements such as a radiator grille with striking vertical slats and crystalline LED headlights with LED daytime running lights. Large horizontal air intakes under the grille as well as L-shaped decorative trim strips on the left and right emphasise this car's confident appearance. Viewed from the side, the slightly sloping roofline culminating in a rear spoiler makes the compact SUV coupé look even more dynamic. Chrome strips along the window line and silver roof rails add a touch of elegance. Distinctive rear elements include LED tail lights with a crystalline design and a new take on the brand's familiar C-shape, as well as a bumper with a continuous light band.

Red Dot Award jury: around 40 international experts assessing around 6,500 products

The Red Dot Award is among the most prestigious design accolades in the world. Composed of experts from around the globe, the jury brings together independent design professors, industry journalists and designers. This year, they judged each of around 6,500 submitted products live and on-site, based on criteria such as degree of innovation, quality of design, functionality, longevity and environmental impact. 2020 marks the 65th year the Red Dot Award has been presented, as a global hallmark of outstanding product design.

This year, both the KAMIQ GT and the all-new fourth-generation OCTAVIA have received this prestigious accolade. It makes these two cars the 14th and 15th ŠKODA models to have won this coveted quality award. Scoring the first win back in 2006 was the OCTAVIA II COMBI. Here is an overview of all the award-winning ŠKODA models:



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2020 ŠKODA OCTAVIA IV and ŠKODA KAMIQ GT
2019 ŠKODA SCALA
2018 ŠKODA KAROQ
2017 ŠKODA KODIAQ and ŠKODA OCTAVIA III COMBI
2016 ŠKODA SUPERB III
2015 ŠKODA FABIA III
2014 ŠKODA RAPID SPACEBACK
2013 ŠKODA RAPID
2010 ŠKODA SUPERB II and ŠKODA YETI
2008 ŠKODA FABIA II
2007 ŠKODA ROOMSTER
2006 ŠKODA OCTAVIA II COMBI

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Media image:



Red Dot Award for the ŠKODA KAMIQ GT

A jury of around 40 international experts has awarded the ŠKODA KAMIQ GT as well as the fourth-generation ŠKODA OCTAVIA a Red Dot Award in the Product Design category.

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Source: ŠKODA AUTO

ŠKODA AUTO

- › is this year celebrating 125 years since the company was founded during the pioneering era of the automobile in 1895, making it one of the longest-established car manufacturers in the world.
- › currently offers its customers nine passenger-car series: the CITIGO, FABIA, RAPID, SCALA, OCTAVIA and SUPERB as well as the KAMIQ, KAROQ and KODIAQ.
- › delivered 1.24 million vehicles to customers around the world in 2019.
- › 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 and India mainly through Group partnerships, as well as in Ukraine and Kazakhstan with local partners.
- › employs approximately 42,000 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.