



**ŠKODA**  
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# PRESS RELEASE

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## ŠKODA AUTO appoints Arwa Oeljeklaus to lead operations in North Africa

- › ŠKODA AUTO's North Africa region will be run by Arwa Oeljeklaus as of 1 January 2021
- › The role was newly created following ŠKODA AUTO taking on Group responsibility for the region
- › Oeljeklaus is currently heading ŠKODA AUTO's Business Development & Customer Relationship Management department for the Czech Republic

**Mladá Boleslav, 18 December 2020 – Arwa Oeljeklaus will be in charge of the North Africa region at ŠKODA AUTO from 1 January 2021. Oeljeklaus has more than 20 years of experience in the automotive industry and is currently in the role of ŠKODA AUTO's Head of Business Development & Customer Relationship Management for the Czech Republic.**

ŠKODA AUTO has recently created the role of Head of North Africa Operations in response to the Czech carmaker taking on responsibility for this area as well as other growing regions. The North Africa region currently includes Egypt, Tunisia, Morocco and Algeria, and just as in India and Russia, ŠKODA AUTO is responsible for all Volkswagen Group activities there. Developing new markets that have growth potential for ŠKODA AUTO is one of three top priorities for the company as part of its future program 'NEXT LEVEL ŠKODA'. The aim is to achieve profitable growth in the volume segments in these countries. Heading the [INDIA 2.0 project](#), the Czech car manufacturer has the right expertise for this task.

Arwa Oeljeklaus brings more than 20 years of experience in the automotive industry to this role. After graduating in business studies in Paris, she went on to complete degree programmes in international trade and business development. Arwa began her career in the automotive industry in 2000 with the PSA Group, where she was in charge of product management for Peugeot's A-SUV and MPV models. In 2011, she joined ŠKODA AUTO to run product management for the brand's A-SUV range. This role also included responsibility for international coordination of an important SUV model in Europe, China, India and Russia.

In 2014, she took over as ŠKODA AUTO's Head of Business Development & Customer Relationship Management (CRM) for the Czech Republic. In this management role, she has been working on the strategic development of the Czech importer organisation and set up systems and processes for building and managing customer relations.

In addition to speaking her mother tongue, Oeljeklaus is fluent in English, Arabic and German and, on a conversational level, also speaks Czech.

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## Media images:



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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 ten passenger-car series: the CITIGO® iV, FABIA, RAPID, SCALA, OCTAVIA and SUPERB as well as the KAMIQ, KAROQ, KODIAQ and ENYAQ iV.
- › delivered 1.24 million vehicles to customers around the world in 2019.
- › 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 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 into the 'Simply Clever company for the best mobility solutions' as part of the ŠKODA 2025 Strategy.