



ŠKODA Annual Press Conference

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Martin Jahn

Member of the Board of Management for Sales and Marketing

*** check against delivery ***

Dear ladies and gentleman,

it is a great pleasure and privilege for me to return to ŠKODA AUTO after more than twelve years working for Volkswagen Group and Volkswagen Brand in Russia, Germany and China.

I am looking forward to connect ŠKODA's outstanding heritage with the fascinating future of electric mobility, connected car, digital services and exploring new markets with the ŠKODA brand.

However, before we give you an outlook on ŠKODA's future, let us have a look how ŠKODA has developed in the most important sales regions in 2020. Due to the pandemic, the year 2020 was full of unforeseen challenges for our industry. Nevertheless, as the ŠKODA family we are very proud to have achieved more than 1 Million customer deliveries in 2020.

In Western Europe, our deliveries to customers decreased by 16.5% to 434,500 vehicles, while the total markets decreased by 24.5%. This results in an outstanding market share performance of +0.38%-points. Germany remains ŠKODA's second strongest single market, delivering 161,800 vehicles. We are for the twelve time in a row the number-one import brand, and we are consolidating our position among the renowned volume brands. ŠKODA was also able to increase its performance in further numerous Western European countries. Just to name few: In Austria we increased our market share by 1.22%- points, in Belgium by 0.85%-points, in Great Britain by 0.33% points, in Italy by 0.41% points. In Norway, we were even able to increase our total deliveries by 2.2% vs. 2019.

In Central Europe, ŠKODA's deliveries decreased by 15.7% to 181,900 vehicles. In our home market, Czech Republic, we lost 11.6% but could increase our market share up to 41%, which is 3.3%-points above 2019. Incidentally, we are the only brand worldwide whose market share in a single country has been more than 30% for decades. Overall, we were able to increase our performance in all further central European markets as well. This really proves the strengths of the ŠKODA brand.

In Eastern Europe excluding Russia, had a drop of 20.8% to 39,800 vehicles. Despite the crisis, we maintained our strong ranking positions and our two markets - Bulgaria and Estonia even achieved a historically best market share.

In Russia, contrary to the trend, we grew further by 6.8% to 94,600 units, and we have continued to expand our market share up to 6.4%.

In China, our business was also severely affected by the overall market trend especially in the volume segment. At 173,000 vehicles, our deliveries were 38.7% below the previous year's level

In India, we delivered 10,902 vehicles in 2020, a decline of 27.9% caused by product unavailability. Last year, was the bridging year before the introduction of our India 2.0 models such as the all-new KUSHAQ who celebrated its world premiere last week.

Moving now on to give you an overview of the ŠKODA models:

Deliveries of the electric CITIGOe IV increased to 14,600 units last year while the ICE version run out in 2020, in line with the life cycle trend.

The FABIA deliveries decreased by 39.0% to 105,500 vehicles. The decline is mostly driven by the general market trend due to COVID-19. With the current generation in its last year, we are looking at the new FABIA just around the corner

As expected, we delivered fewer vehicles from the RAPID series with 79,700 units since the production in Europe ended in 2019 and the vehicle only continues in China, Russia and India.

The SCALA continued its success story. After a strong start in 2019 we could further increase our deliveries up to 63,200 vehicles.

The OCTAVIA is the ŠKODA's best-selling model series. In 2020 we delivered 257.400 units. With the launch of the 8th model generation in 2020 we were able to continue its success story.

We delivered 86,200 units of our flagship SUPERB series – a decrease of 17.8%.

Now on to the SUVs: These segments continue to grow dynamically around the world – and ŠKODA is no exception: More than one in every three ŠKODAs sold last year was an SUV.

Our large SUV, the KODIAQ, is performing strongly. In 2020 we delivered 131,600 units.

The KODIAQ GT, our China derivative, is performing in its segment also very well and at the same time, it is the highlight of our China SUV range with its unique Coupé shape. One of three KODIAQ in China is already delivered in the GT Version.

We delivered 137,200 units of the KAROQ. Which is despite the crisis only 10% below last year.

The KAMIQ was able to double its deliveries in 2020 up to 128,500 units.

Together with the China derivative, the smallest member of our SUV family took over an important role in the relevant segments. In China, 40% are already delivered in the GT Version.

The model that we are most excited this year is our ENYAQ iV. With this car, we are entering a new era of worry-free e-mobility. After our world premiere, here in our home turf in Prague we are more than thrilled about the media and customer feedback we are receiving. Over 20,000 customer orders in the first months are proof of this models future success. And it's not only about the model itself, but also about the whole ecosystem that we are building up around it – for example our POWERPASS application, to make charging as easy and comfortable as possible:

One single ŠKODA customer card gives you access to our overall European charging network.

Let's call it part of a transition of our well-known "simply clever" principle to the digital world – "simply clever 2.0" so to say...

Ladies and gentlemen,

Our positive performance through the crisis as well as the positive international press response and numerous awards, including

- The Auto Trophy 2020 for the ENYAQ iV,
- the Best Cars Award for the OCTAVIA
- and the Red Dot Design Award for the KAMIQ GT

show, that we are meeting our customers' tastes.

With this, our solid performance despite the crisis gaining market share in most regions and the ENYAQ iV just around the corner, I am looking very confident into our future. Please let me take this opportunity to say "THANK YOU".

"THANK YOU" to our importers, dealers, business partners, and most important our ŠKODA customers. Thank you for your trust and the good performance in such difficult times.

As the year 2020 has ended, 2021 still has many challenges ahead of us. The uncertainty on our global markets due to the pandemic situation will continue and on top on that, the whole automotive sector is facing supply constraints due to the shortage of available semiconductors.

Still, I am cautiously optimistic about the upcoming months: We will continue with our product campaign and will launch promising new models this year.

More on that topic and a general outlook on 2021 now from Thomas Schäfer.
