



**ŠKODA**  
SIMPLY CLEVER

# PRESS RELEASE

Page 1 of 3

## ŠKODA Museum and Ferdinand Porsche Birth House reopen

- › **ŠKODA Museum reopens its doors to the public today**
- › **Extensive hygiene measures and limited visitor numbers ensure maximum health protection**
- › **ŠKODA Museum's permanent exhibition expanded to include the topic of electromobility**
- › **Ferdinand Porsche Birth House to reopen with new exhibits on 7 May 2021**

**Mladá Boleslav, 3 May 2021 – The ŠKODA Museum in Mladá Boleslav is reopening its doors to the public today. Individuals, small groups and families will be able to visit initially. Visitors are requested to follow the applicable hygiene measures, including wearing face coverings. The ŠKODA Museum's permanent exhibition now also explores a new area of interest – electromobility. In addition, the Ferdinand Porsche Birth House in Vratislavice nad Nisou will be open again from 7 May 2021. Alongside the Porsche 356/1, the oldest model of the sports car manufacturer, the autonomous eVOITURETTE concept – a reinterpretation of L&K's first car – will also be on display here.**

Andrea Frydlová, Head of the ŠKODA Museum emphasises: "We are delighted to welcome visitors back to the ŠKODA Museum in Mladá Boleslav from 3 May 2021, just before the birth house of Ferdinand Porsche in Vratislavice nad Nisou also reopens its doors to the public from 7 May 2021. We have implemented numerous hygiene measures to ensure the best possible health protection for our guests. Visits are initially open exclusively to individual visitors, small groups and families. In addition, the number of people in the exhibition rooms remains limited. A distance of two metres from other guests must be maintained at all times, and a mask that covers the mouth and nose must be worn."

Guests wishing to view the ŠKODA Museum's prototype and sports car collection are asked to report to the museum reception. The museum shop will open on 10 May 2021, while plant tours around Mladá Boleslav, Kvasiny and Vrchlabí are not possible at this time. Each of the health protection measures complies with the current regulations of the Czech government in light of the current development of the COVID-19 pandemic.

### Reopening with new exhibits

For the reopening, the ŠKODA Museum is expanding its permanent exhibition to include the topic of electromobility. The exhibits range from Laurin & Klement's electric models and earlier ŠKODA AUTO developments to the present day. For example, the ŠKODA PUCK children's roadster from the 1940s, the ŠKODA ELTRA from 1991 and one of the prototypes of the ŠKODA OCTAVIA GREEN E LINE can be seen. The ŠKODA ENYAQ iV will also be on display alongside the ŠKODA CITIGO<sup>e</sup> iV, and visitors will be able to find out exactly how modern electric motors and batteries work.

The exhibition focuses on this year's anniversaries, especially ŠKODA AUTO's 30-year membership in the Volkswagen Group. The ŠKODA OCTAVIA COMBI and ŠKODA 1202 models are celebrating their 60<sup>th</sup> anniversary, and it was 50 years ago that ŠKODA presented the 'development study' 110 SUPER SPORT. In addition, the exhibition commemorates the premiere of the modified coupé in the horror film 'Ferat Vampire' (original title: 'Upír z Feratu') 40 years ago.

The Ferdinand Porsche Birth House in Vratislavice nad Nisou is expanding its permanent exhibition to include the innovative mobility concept eVOITURETTE. The study by the young Chinese



**ŠKODA**  
SIMPLY CLEVER

# PRESS RELEASE

Page 2 of 3

designer Jü-khan Tschang was created as part of the project 'Icons in a new guise'. She reinterprets the Laurin & Klement VOITURETTE A from 1905 – the first automobile from Mladá Boleslav – with the autonomous, electrically driven eVOITURETTE. The Porsche 356/1, the oldest model of the sports car manufacturer, is also on display there.

The ŠKODA Museum in Mladá Boleslav is open daily from 09:00 to 17:00, and the Ferdinand Porsche Birth House in Liberec-Vratislavice is open to visitors Friday through Sunday from 09:00 to 17:00.

You can find more information at [museum.skoda-auto.com](https://museum.skoda-auto.com).

## Further information:

Ondřej Láník  
Communication – Sponsorship, Classic  
T +420 734 298 184  
[ondrej.lanik@skoda-auto.cz](mailto:ondrej.lanik@skoda-auto.cz)

## Media images:



### ŠKODA Museum and Ferdinand Porsche Birth House reopen

The ŠKODA Museum in Mladá Boleslav opens its doors again today, initially only for individual visitors.

[Download](#)

Source: ŠKODA AUTO



### ŠKODA Museum and Ferdinand Porsche Birth House reopen

The Ferdinand Porsche Birth House in Vratislavice nad Nisou will also be open again from 7 May 2021.

[Download](#)

Source: ŠKODA AUTO



**ŠKODA**  
SIMPLY CLEVER

# PRESS RELEASE

Page 3 of 3

## ŠKODA AUTO

- › is focusing on three priorities with its 'NEXT LEVEL ŠKODA' program for the future: expanding the model portfolio towards entry-level segments, exploring new markets for further growth in the volume segment and making tangible progress in sustainability and diversity.
- › 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 over one million vehicles to customers around the world in 2020.
- › has belonged to the Volkswagen Group for 30 years. 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, 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 with a local partner.
- › employs approximately 42,000 people globally and is active in more than 100 markets.