



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

Page 1 of 2

ŠKODA AUTO the official main sponsor of IIHF Ice Hockey World Championship for 29th consecutive year

- › 84th International Ice Hockey Federation (IIHF) World Championship to be held in Latvian capital, Riga from 21 May to 6 June 2021
- › All-electric vehicle fleet: ŠKODA makes 45 ENYAQ iV available to organisers
- › Czech automaker is also the exclusive partner of the 2021 IIHF App and Fanboard

Mladá Boleslav, 12 May 2021 – ŠKODA AUTO is supporting the International Ice Hockey Federation (IIHF) World Championship as the official main sponsor for the 29th consecutive year. This means the brand holds the world record for the longest main sponsorship in the history of sports world championships. ŠKODA is providing the organisers of the tournament, which will be held from 21 May to 6 June in the Latvian capital Riga, with a fully battery-electric vehicle fleet of 45 ENYAQ iVs for the first time. The Czech car manufacturer is also the exclusive partner of the 2021 IIHF App and [Fanboard](#).

Martin Jahn, ŠKODA AUTO Board Member for Sales and Marketing, emphasises, “As a Czech company, ŠKODA AUTO has close ties to ice hockey because of the sport’s immense popularity in its home country. In addition, ice hockey represents a dynamic, down-to-earth and collaborative approach – values that fit in perfectly with ŠKODA AUTO. For this reason, we are supporting the IIHF Ice Hockey World Championship this year as the main sponsor for the 29th consecutive year, and thus retain the officially recognised world record for the longest main sponsorship in the history of sports world championships. I am particularly pleased that this year we are deploying an all-electric fleet of 45 ENYAQ iV that we are making available to the organisers.”

The 84th IIHF Ice Hockey World Championship takes place in Riga from 21 May to 6 June. After the tournament was suspended last year due to the COVID-19 pandemic, the 16 best national teams in the world will go head-to-head for the title in the Latvian capital. During the matches, the car manufacturer’s logo will be featured in the centre circle as well as on the boards and other spots around the arenas.

Entirely electric: Fleet of 45 ENYAQ iVs for tournament organisers

As the tournament’s official mobility partner, ŠKODA is providing the organisers of the IIHF Ice Hockey World Championship with a vehicle fleet that is for the first time fully electric: 45 ŠKODA ENYAQ iV will safely shuttle tournament organisers to the two World Championship venues. The vehicles will feature the logos of ŠKODA AUTO – as the official main sponsor – and the 2021 Ice Hockey World Championship.

2021 IIHF App powered by ŠKODA

ŠKODA AUTO is also the exclusive partner of the 2021 IIHF App, which offers ice hockey fans fascinating background stories and useful statistics. The live ticker with goal alert gives fans the chance to take part in the action almost in real time – even if they cannot be there in person this year. Users can also make predictions on the match results and share them with friends. The app is available for Android and iOS devices in several languages.



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

Page 2 of 2

Fanboard audience

Another new concept this year is the [Fanboard](#). Because spectators cannot watch the games live at the arena due to the coronavirus pandemic, ŠKODA offers enthusiasts the opportunity to place a cardboard figure with their photo in the stands. This innovative solution will give up to 15,000 fans the possibility to support their favourite team at the arena.

Further information:

Tomáš Kotera
Head of Corporate and Internal
Communication
T +420 326 811 773
tomas.kotera@skoda-auto.cz

Martin Ježek
Spokesperson for digitalisation
T +420 730 865 258
martin.jezek4@skoda-auto.cz

Media image:



ŠKODA AUTO the official main sponsor of IIHF Ice Hockey World Championship for 29th consecutive year

45 ENYAQ iVs will safely shuttle the tournament officials
to the World Championship venues.

[Download](#)

Source: ŠKODA AUTO

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.