



**ŠKODA**  
SIMPLY CLEVER

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## Leadership change at ŠKODA AUTO

- › Former CEO Bernhard Maier ends many years of successful work at ŠKODA AUTO
- › Successor will be elected in accordance with Czech law and subsequently announced at the first Board meeting of ŠKODA AUTO a.s. in August 2020

**Mladá Boleslav, 9 July 2020 - Bernhard Maier is stepping down as Chairman of the Board of Directors on 31 July 2020 after almost five years of leading ŠKODA AUTO.**

Bernhard Maier began his professional career in 1984 at Nixdorf Computer AG. From 1988 to 2001, Maier held various management positions at BMW AG in Germany and abroad. Among other things, he was project manager for international brand strategy. In 2001, Maier took over as Chairman of the Board of Management of Porsche Deutschland GmbH, and in 2010 was appointed Board Member for Sales and Marketing at Dr. Ing. h. c. F. Porsche AG. In this role, Maier radically modernised the trade and sales organisation. Under his leadership, the international trade organisation expanded significantly, and worldwide customer deliveries tripled. In November 2015, Bernhard Maier was appointed Chairman of the Board of ŠKODA AUTO a.s. Key aspects of the company's reorientation within the framework of Strategy 2025+ were the areas of electromobility, digitalisation and connectivity, new mobility services and the implementation of a broad-based product campaign for the brand. Under Maier's leadership, ŠKODA introduced new, important models such as KODIAQ, KAROQ, KAMIQ and SCALA, developed the ENYAQ iV, the first model designed purely as an electric vehicle, increased sales to approx. 1.3 million vehicles per year and achieved record figures for sales and operating profit.

The Chairman of the Board of Management of the Volkswagen Group and Chairman of the ŠKODA AUTO Supervisory Board Herbert Diess thanks Bernhard Maier for his outstanding performance in the Volkswagen Group, most recently for the ŠKODA brand: "Bernhard Maier is one of the most experienced automotive managers in the Volkswagen Group. In his role as Chairman of the Board of ŠKODA AUTO, he has made an extraordinary contribution to enhancing the brand's profile. His years at ŠKODA are among the most successful in the company's 125-year history. I would like to thank Bernhard Maier for this and almost two decades of particularly successful years, first at Porsche and then at ŠKODA".

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## Media image:



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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, KAROQ, KODIAQ, as well as the KAMIQ and the SUPERB.
- › 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, Algeria and India mainly through Group partnerships, as well as in Ukraine and Kazakhstan with local partners.
- › employs over 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.