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# ŠKODA Flagship Awarded 'Best of Best' by German Design Award Council

- > ŠKODA Superb wins top award in 'Automotive Brand Contest' in the 'Exterior Volume Brand' category
- > ŠKODA begins a new design era with the ŠKODA Superb
- > The brand's flagship combines modern, expressive and emotional design language with functionality typical of ŠKODA
- > 'Automotive Brand Contest' by the German Design Council honours outstanding product and communications design in the automotive industry

**Mladá Boleslav, 24 August 2015 – Thanks to its precise, expressive and emotive design, the new ŠKODA Superb has been awarded 'Best of Best' in the 'Exterior Volume Brand' category of the 'Automotive Brand Contest 2015'. This decision was made by the jury of the German Design Council (Rat für Formgebung). ŠKODA will be presented with this top award on 15 September at the International Motor Show (IAA) in Frankfurt. After the ŠKODA Octavia (2013) and Rapid Spaceback (2014), the new ŠKODA Superb is the third of the Czech manufacturer's models to receive an award in this international design competition for automotive brands.**

The new ŠKODA Superb demonstrates the emotional strength of the brand with its new design. ŠKODA cars have always won over customers with high functionality, reliability and the best value for money. ŠKODA is emphasising these qualities with the new Superb's modern, expressive and emotive style. ŠKODA's new design language shows sovereignty, dynamic elegance and balanced proportions.

"The all-new, third-generation ŠKODA Superb is a saloon full of speed, class and passion. The appearance of the new Superb is powerful, confident and emotional. The wheelbase has increased by 80 mm, at the same time the front overhang has been shortened by 61 mm. This new architecture makes the vehicle both elegant and dynamic," says ŠKODA Chief Designer Jozef Kabaň. "From the front to the rear, from the large wheels to the gently sloping roofline, the new model stands out with clear geometry, strikingly chiselled surfaces, sculptural shapes, purist precision and elegant lines." Crystalline elements run from the exterior to the interior in the smallest details, such as the red threading running both inside and out. At the same time, the new Superb boasts improved functional virtues and even more space.

"A great car, combining elegance and solidity, aesthetics and practicality, pride of ownership and reasonable maintenance costs while maintaining a high resale value," explains a German Design Council jury member. "An interesting combination that it has not often given in this form." The initiator and organizer of the 'Automotive Brand Contest' is the independent German Design Council – one of the world's leading



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competence centres for communication and knowledge transfer in the field of design. The organisation was founded in 1953 on the initiative of the German Bundestag, to strengthen the design expertise of the German economy. Their task is to communicate the sustained increase in brand value through the strategic use of design. Over 200 companies belong to the circle of trustees.

With eleven different categories and four special categories, the rating classes in the 'Automotive Brand Contest' cover the entire design spectrum. These range from vehicle design for premium and volume brands, brand design and multimedia networking to campaigns and events. The international, independent expert jury in 2015 consisted of six representatives from the media, design, brand communications and universities.

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### Media image:



### Design award for new ŠKODA Superb

ŠKODA's new flagship wins top award in the 'Automotive Brand Contest' in the 'Exterior Volume Brand' category

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Source: ŠKODA AUTO

### ŠKODA AUTO

- > is one of the longest-established vehicle production companies in the world. In 1895, the Czech headquarters in Mladá Boleslav began producing bicycles, followed by the production of motorbikes and cars.
- > currently offers the following models in the range: Citigo, Fabia, Roomster, Rapid, Octavia, Yeti and Superb.
- > in 2014 delivered more than 1 million vehicles to customers worldwide for the first time in a single year.
- > has belonged to Volkswagen since 1991. The Volkswagen Group is one of the most successful automotive groups in the world. ŠKODA, in association with the Group, independently manufactures and develops vehicles, as well as components, engines and gear transmissions.
- > operates at three locations in the Czech Republic, produces in China, Russia, Slovakia and India mainly through Group partnerships, as well as in Ukraine and Kazakhstan through local partners.
- > employs over 25,900 people globally and is active in more than 100 markets.