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Record-breaking 2015: ŠKODA Delivers 1.06 Million Cars to Customers

- › **Success: ŠKODA's deliveries increase to 1,055,500 cars (2014: 1,037,200; up 1.8%)**
- › **Best December of all time: 86.600 deliveries (up 5.7%)**
- › **ŠKODA records strong growth in Western and Central Europe**
- › **Impressive start for new flagship: ŠKODA Superb exceeding expectations**
- › **SUV product campaign in the starting blocks**

Mladá Boleslav, 12 January 2016 – In the company's 120th year, ŠKODA AUTO achieved a new sales record for the second year in a row, selling over 1 million vehicles. The brand's global deliveries in their jubilee year increased 1.8% to 1,055,500 vehicles (2014: 1,037,200). In December, ŠKODA's sales increased 5.7% worldwide to 86,600 units (December 2014: 81,900). This was the best December ever in the company's history. ŠKODA is currently preparing the next product campaign, which will involve bringing out a new SUV model in 2016.

"ŠKODA demonstrated strength amid a challenging market environment in 2015," says ŠKODA CEO Bernhard Maier. "ŠKODA's modern model range has impressed customers around the world. Our cars are proving increasingly successful in winning over new customers to the brand with their attractive designs, featuring the latest automotive technology, and the many practical advantages a ŠKODA offers." He continues, "After recently expanding and renewing the entire range, ŠKODA is now finalizing the preparations for entering the next phase of the model campaign. We will be strengthening our presence in the SUV segment among other things," explained the Chief Executive.

The year 2015 was a highlight in the Czech manufacturer's model and dealership campaign. The new ŠKODA Fabia Combi arrived at the first dealerships in January. Just one month later, the new ŠKODA Superb celebrated its world premiere in Prague. And the brand's latest flagship model has been available since June. "The new Superb is the climax of our current model campaign. This car is leading the brand into a new dimension in terms of design, technology and comfort. We are delighted that consumer demand for the Superb has significantly exceeded our expectations," said ŠKODA Board Member for Sales, Werner Eichhorn. "It is also encouraging that thanks to the co-operation with our dealership network the new corporate design had been implemented in more than 1700 showrooms across the dealership network by the end of the year."

Compared to the previous year, deliveries of the ŠKODA Superb rose 7.6% in Western Europe, 6.5% in Germany, and in the Czech Republic, ŠKODA delivered 42.8% more Superbs.





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In **Western Europe**, ŠKODA grew 4.3% to 430,900 deliveries in 2015. In December, the brand delivered 31,100 vehicles to customers in that sales region (December 2014: 28,800). In Germany – the brand's second-strongest global market – the manufacturer's deliveries increased by 6.2% to 158,700 vehicles (2014: 149,500). The company continues to strengthen their position as the strongest import brand in the country. The brand recorded double-digit growth in Italy (16,600 vehicles; up 16.8%), Portugal (3100 vehicles; up 30.7%), Spain (22,100 vehicles; up 24.1%), Sweden (15,100 vehicles; up 10.9%) and Ireland (7900 vehicles; up 25.1%).

Amid the challenging market environment of **Eastern Europe**, excluding Russia, ŠKODA delivered a total of 32,700 vehicles to customers in 2015 (2014: 34,700). The brand's market share increased to 7.5% from 6.6% in 2014. In December, ŠKODA recorded 2700 deliveries in Eastern Europe, excluding Russia (December 2014: 2100). In **Russia**, ŠKODA's total deliveries for the year reached 55,000 units (2014: 84,400), with the market share increasing to 3.7% (2014: 3.6%). ŠKODA recorded double-digit growth in Romania (9000 vehicles; up 23.0%), Serbia (5900 vehicles; up 14.4%), Bulgaria (2600 vehicles; up 27.9%).

In 2015, ŠKODA did extremely well in **Central Europe**: the brand grew 14.8% to 172,100 deliveries (2014: 149,900). ŠKODA's market share also increased to 20.9% in the region (2014: 20.0%). ŠKODA's sales in their home market increased 21.1% to 85,000 units (2014: 70,200). ŠKODA also achieved double-digit growth in Slovakia (18,300 vehicles; up 11.3%) and Slovenia (5700 vehicles; up 13.9%).

ŠKODA's sales remained stable in **China**. The brand's total deliveries for the year in their strongest global market rose 0.1% to 281,700 vehicles (2014: 281,400). In December, the manufacturer delivered 28,900 vehicles to customers (December 2014: 30,800 deliveries). In 2015, ŠKODA recorded positive developments also in Israel (17,800 vehicles; up 17.4%) and Turkey (22,200 vehicles; up 58.4%). In India, ŠKODA delivered 15,800 vehicles to customers in 2015 (2014: 15,500).

ŠKODA deliveries to customers in 2015 (in units, rounded off, by model; +/- in percent compared to 2014):

ŠKODA Octavia (432,300; +11.1 %)
ŠKODA Rapid (194,300; -12.2 %)
ŠKODA Fabia (192,400; +19.8 %)
ŠKODA Yeti (99,500; -3.2 %)
ŠKODA Superb (80,200; -12.0 %)
ŠKODA Roomster (16,600; -44.0 %)
ŠKODA Citigo (only sold in Europe: 40,200; -5.5 %)





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ŠKODA deliveries to customers in December 2015 (in units, rounded off, by model; +/- in percent compared to December 2014):

ŠKODA Octavia (35,500; +1.2 %)
 ŠKODA Rapid (15,100; -18.7 %)
 ŠKODA Fabia (14,800; +53.3 %)
 ŠKODA Yeti (8500; +15.2 %)
 ŠKODA Superb (9400; +39.7 %)
 ŠKODA Roomster (200; -91.4 %)
 ŠKODA Citigo (only sold in Europe: 3100; +21.8 %)

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ŠKODA breaks sales record in 2015

Delivering 1.06 million cars in 2015, ŠKODA sold more than 1 million vehicles for the second year in a row. The ŠKODA Octavia remains the most popular model.

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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, Rapid, Octavia, Yeti and Superb.
- > in 2015 delivered more than 1 million vehicles to customers worldwide.
- > 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.

