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The new ŠKODA Superb: Emotionally rich appearance at the Volkswagen Group Night in Geneva

- › **Highlight:** new ŠKODA Superb at the 2015 Geneva Motor Show
- › **Prof. Dr. h.c. Winfried Vahland:** "The beginning of a new era for ŠKODA."
- › **Pure emotion:** new flagship revolutionises ŠKODA design
- › **Functionality:** outstanding interior space, up to 29 'Simply Clever' features
- › **MQB technology:** optimum safety, best emission values and innovative connectivity
- › **Growth:** ninefold increase in ŠKODA Rapid Spaceback deliveries in 2014

Mladá Boleslav/Geneva, 02 March 2015 – A new era for ŠKODA! At the Volkswagen Group Night in Geneva, on the eve of the Geneva Motor Show, the new ŠKODA Superb rolled into the spotlight of a media audience for the first time today. Two weeks after its world premiere in Prague, the new ŠKODA flagship inspired with an emotionally rich appearance. With the new ŠKODA Superb, the Czech manufacturer is creating the current highlight in the largest model campaign of the company's 120-year history. The market launch will be in June this year.

"The new Superb marks the beginning of a new era for ŠKODA," said CEO Prof. Dr. h.c. Winfried Vahland. "The new Superb represents ŠKODA's reclaimed position. With its striking design, impressive technical qualities and outstanding interior space, our new flagship sets new standards in the automotive mid-class segment. ŠKODA will grow further still. We are reinforcing this claim with the new Superb," said Winfried Vahland.

The new, emotionally charged **design** of the new ŠKODA Superb shows the brand's emotional strength. The third-generation Superb now brings the exciting design language of the 'ŠKODA VisionC' show car into production. The high-quality interior offers detailed perfection. The ŠKODA Superb sets new standards in terms of **space and comfort**, including the best rear head- and legroom and the largest boot in the automotive mid-class segment. For the first time in a ŠKODA, adaptive suspension has been used to offer a driving experience ranging from sporty to particularly comfortable. The new ŠKODA Superb is also convincing thanks to a real explosion of innovative features. With a variety of assistance systems for improved safety, comfort and connectivity, the top model reaches new dimensions in terms of technology. **Fuel consumption and emissions** have been reduced by up to 30 per cent, yet the car offers optimum **driving dynamics**.

The ŠKODA Superb has been at the top of ŠKODA's model range since 2001. To date, ŠKODA has delivered more than 700,000 first- and second-generation ŠKODA Superbs. This makes the model one of the most popular vehicles in the automotive mid-class segment.



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With the new Superb, ŠKODA is continuing the largest model campaign of its 120-year company history at full force. Over the coming years, the Czech manufacturer intends to increase global sales to at least 1.5 million vehicles each year. In 2014, ŠKODA achieved record sales: with 1.04 million vehicles, the manufacturer delivered more than 1 million ŠKODAs to customers in a single calendar year for the first time.

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Media images:



ŠKODA at 2015 Volkswagen Group Night in Geneva

Prof. Dr. h.c. Winfried Vahland, CEO of ŠKODA, at the media presentation of the new ŠKODA Superb at the eve of 2015 Geneva Motor Show.

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Source: ŠKODA AUTO



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ŠKODA AUTO

- > is one of the longest-established vehicle manufacturers in the world. The Czech headquarters in Mladá Boleslav began production in 1895; at first with bicycles, and shortly afterwards with motorcycles and cars.
- > currently has seven passenger car model series: Citigo, Fabia, Roomster/Praktik, Rapid, Octavia as well as Yeti and Superb.
- > delivered, for the first time, more than 1 million vehicles to customers worldwide in a single calendar year in 2014.
- > has been part of Volkswagen Group since 1991. Volkswagen is one of the most successful automotive companies in the world. ŠKODA, as a member of the Group, independently manufactures and develops vehicles, as well as components such as engines and transmissions.
- > operates at three different locations in the Czech Republic; produces in China, Russia, Slovakia and India mainly through Group partnerships; as well as in Ukraine and Kazakhstan with local partners.
- > employs over 25,800 people globally and is active in more than 100 markets.