



Press Release page 1 of 2

ŠKODA strengthens commitment to cycling: New official partner of the Green Jersey in the Tour de France and Vuelta

- › Jersey partnership under ŠKODA's sponsorship of both Races
- › Green Jersey: Award for best sprinter
- › Solidarity: ŠKODA official partner to Tour de France since 2004
- › Tradition: ŠKODA's success story began with bicycle construction in 1895

Mladá Boleslav, 23 March 2015 – ŠKODA is now the new official partner of the green jersey for the best sprinter in both the Tour de France and Tour of Spain (La Vuelta). Previously, ŠKODA had sponsored the White Jersey for best young rider in the Tour de France, and ŠKODA had not sponsored any jerseys in the Vuelta. By sponsoring the Green Jerseys in both cycling races, the Czech carmaker strengthens their strong commitment to international cycling.

Since 2004 ŠKODA has been an official partner, the official vehicle partner and official sponsor of the White Jersey in the legendary Tour de France. This jersey sponsorship is now changing from white to green. ŠKODA has been sponsoring the Tour of Spain (La Vuelta) since 2011, but so far without a jersey partnership.

"ŠKODA is a strong and reliable partner in international cycling competitions," says Werner Eichhorn, ŠKODA Director of Sales and Marketing. "By sponsoring the Green Jersey in the Tour de France and Vuelta, we are making our commitment even more visible, but the intensive competition for the sprinting title is just one of the great highlights of this race."

Cycling is a cornerstone of ŠKODA's sponsorship strategy. In addition to the Tour de France and the Vuelta, the company sponsors eight other international cycling races under A.S.O. agreements. ŠKODA is also committed to supporting cycling at the grassroots level, sponsoring among others the Czech event 'Bike for Life', 'Ride London' and the 'Velothon' in Berlin.

Beyond sponsorship, the brand has, for many years, shown their commitment to cycling through their extensive range of ŠKODA bicycles and wide selection of ŠKODA accessories.

The company's close connection to cycling has historical roots. The origins of the company lie in the production of bicycles by company's founding fathers Laurin and Klement in 1895.



Press Release page 2 of 2

For more information:

Jozef Baláž, Corporate Communications

T +420 326 811 773

jozef.balaz@skoda-auto.cz

Tomáš Kubík, Corporate Communications

T +420 326 811 749

tomas.kubik@skoda-auto.cz

Media image:



ŠKODA is now the new official partner of the green jersey for the best sprinter in both the Tour de France and Tour of Spain (La Vuelta)

By sponsoring the Green Jerseys in both cycling races, the Czech carmaker strengthens their strong commitment to international cycling.

[Download](#)

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 afterwards with the production of motorbikes and cars.
- > currently has seven passenger car models: Citigo, Fabia, Roomster/Praktik, Rapid, Octavia, Yeti and Superb.
- > delivered in 2014 for the first time in one year more than 1 million vehicles to customers worldwide.
- > has belonged to Volkswagen since 1991. The VW 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.