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Inspiring safety technology: New ŠKODA Superb with innovative assistance systems for improved safety and comfort

- › **MQB technology: the new ŠKODA Superb is the brand's leader in innovation**
- › **For all situations: top technological components for more safety and comfort**
- › **A new era: the new ŠKODA Superb will be launched in the European markets from June**

Mladá Boleslav, 27 April 2015 – The new ŠKODA Superb marks the beginning of a new era for the brand. Its outstanding design and technical qualities make the latest flagship the new benchmark in its competitive environment. The huge selection of assistance systems for improved safety and comfort sets new standards for the brand and model.

Based on state-of-the-art MQB technology from Volkswagen Group, the new ŠKODA Superb offers a whole 'phalanx' of new assistance systems. The safety systems support the driver in the most diverse traffic situations and make driving safer and more comfortable.

Blind Spot Detect (BSD), new to ŠKODA, warns the driver of any vehicles in the blind spot. Radar sensors monitor the area beside or up to 20 metres behind the ŠKODA Superb. An LED symbol in the wing mirror lights up to draw attention to vehicles next to the car or approaching from behind. If the driver indicates in the direction of the detected vehicle, the LED starts to flash.

A component of Blind Spot Detect is the **Rear Traffic Alert** function, a first for ŠKODA. When reversing out of parking bays which are at a ninety degree angle to the road, the system recognises vehicles approaching from the sides. An acoustic signal warns of an impending collision. In addition, the 'critical side' is shown on the infotainment display. The brakes are automatically applied if necessary.

Traffic Jam Assist is available for this model and for the brand for the first time, providing more safety and comfort in traffic jams and stop-and-go traffic. The car is automatically kept in its lane; braking and acceleration are also self-activating. The driver's hands must be on the steering wheel for this to work.

The new **Emergency Assist** celebrates its debut for the model and brand. It intervenes should the driver become incapable of driving. If no steering wheel movement or other driver activity is detected for a certain amount of time, a warning signal sounds. If the driver remains non-reactive, the system initiates a short swerve. If there is still no reaction from the driver, the vehicle is automatically brought to a complete standstill. Additionally, the hazard lights are automatically activated.



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Innovative lighting systems guarantee optimum 'seeing and being seen' in the new ŠKODA Superb. The new Superb is the first ŠKODA to be available with **masked high beam** (Smart Light Assist). In darkness, Smart Light Assist detects oncoming traffic and vehicles ahead via the multifunctional camera and automatically dips the high beam specifically in these areas. This means, it is always possible to drive with high beam and take advantage of its long range.

For the first time in a ŠKODA, the new Superb features **Dynamic Chassis Control (DCC)** including driving mode selection. DCC allows the driver to adjust the vehicle's driving characteristics to his/her individual preferences: standard, sport or comfort – a sort of 'à la carte' chassis setup. The setting is altered using a button in the centre console. Combined with DCC, the **driving mode selection** also offers an eco and an individual mode.

For the first time, the ŠKODA Superb comes with **Multi-Collision Brake** as standard. This feature prevents the car from further uncontrolled movement after an initial collision. This reduces the risk of the car drifting into the opposite lane and causing a second collision.

Front Assist with integrated City Emergency Brake is making its model debut in the new ŠKODA Superb. The system warns of a collision at speeds between 5 and 210 km/h and activates automatic partial braking or triggers emergency braking if necessary. The City Emergency Braking Function actively complements Front Assist in urban traffic and at speeds between 5 and 34 km/h.

The new ŠKODA Superb is available with **Adaptive Cruise Control (ACC)** as an optional extra. At a pre-set speed, Front Assist automatically keeps the car at a safe distance from the vehicle ahead. The radar-based ACC uses **Cruise Control** in combination with **distance control** and works at speeds between 30 and 210 km/h.

For the first time, the new ŠKODA Superb features proactive occupant protection, **Crew Protect Assist**. The system prepares the driver and front passenger in advance of an impending collision. In critical situations, e.g. emergency braking, the driver's and front passenger's seat belts are automatically pre-tensioned. It also closes the sunroof and side windows (to a residual opening).

The new, optional **Lane Assist** in the new ŠKODA Superb helps the vehicle stay in lane on motorways and country roads. It reduces the risk of inadvertently leaving the lane. A camera detects lane markings in front of the vehicle from a speed of 65 km/h. When Lane Assist identifies an unintended departure from the lane, the system automatically initiates corrective steering. If no steering action is detected from the driver, a warning signal and the message 'Lane Assist – please take over steering' are activated.



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Speedlimiter, a new function for the ŠKODA Superb, ensures that the preset speed is not exceeded. The driver activates the Speedlimiter with the stalk on the left-hand side of the column. The Speedlimiter deactivates as soon as the driver applies full throttle.

For the first time, the ŠKODA Superb is available with **Traffic Sign Recognition** to continuously notify the driver of traffic signs. A camera in the rear-view mirror scans the traffic signs on the current stretch of road. They are shown as pictograms in the multifunction display and/or the navigation system display.

The electronic parking brake is equipped with the **Auto Hold function**. This prevents the vehicle from rolling away when stationary or when pulling away, without the driver having to touch the brakes. Auto Hold therefore provides the highest level of comfort when driving and pulling away, as well as more safety. When the vehicle is brought to a complete stop, two electric motors on the rear wheels slow the vehicle down. The driver can take his/her foot off the brake pedal. As soon as the driver begins to accelerate again and, with manual gearboxes, releases the clutch, the Auto Hold function disengages automatically.

The new Superb is fitted with **Driver Alert** (fatigue detection) to prevent the driver from becoming overtired. Significant deviation from characteristic steering behaviour indicates driver fatigue. The multifunction display shows the message: 'Fatigue detected – please take a break'.

The new Superb comes with an **electronic tyre pressure monitor** as standard in EU countries: air pressure is individually monitored in each tyre and any loss of pressure is displayed.

Manoeuvring in and out of parking spaces is more convenient than ever before in the new ŠKODA Superb. For the first time, the third-generation Superb is available with **Park Assist** as an optional extra. The system semi-automatically guides the car backwards into parallel parking spaces as well as forwards and backwards into bay parking spaces. Equally, it assists with semi-automatic manoeuvring out of parallel parking spaces. The driver just has to accelerate and brake.

The new **surround parking sensors** complement the park assist feature perfectly. Special distance control sensors determine the distance of the vehicle from any objects in front or to the rear. An acoustic warning sounds when the distance is too small. The frequency of the warning tone increases as the obstacle gets nearer until a continuous signal sounds. Distance control sensors on the side of the car identify obstacles next to the vehicle. A warning signal sounds when the distance is too short.

For the first time, the new ŠKODA Superb can also be fitted with a **rear-view camera**. When reverse gear is engaged, the camera is automatically activated and the image is shown on the infotainment system display. Dynamic guide lines are also laid over the image.



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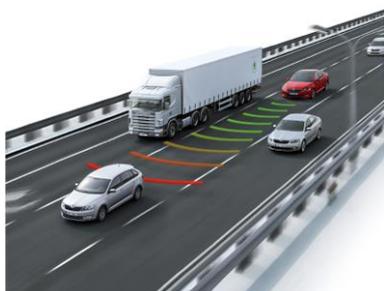


New ŠKODA Superb – Rear Traffic Alert

When reversing out of parking bays which are at a ninety degree angle to the road, the system recognises vehicles approaching from the sides. An acoustic signal warns of an impending collision. In addition, the 'critical side' is shown on the infotainment display.

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New ŠKODA Superb – Adaptive Cruise Control

The radar-based ACC uses Cruise Control in combination with distance control and works at speeds between 30 and 210 km/h.

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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 25,900 people globally and is active in more than 100 markets.