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ŠKODA: 1.5 Million Cars Sold in China

- › **Milestone: 1.5 million ŠKODAs delivered in China since 2007**
- › **New era: New ŠKODA Superb available on Chinese market in autumn**
- › **First half of 2015: ŠKODA achieves sales increase of 5.8% in China**

Mladá Boleslav/Shanghai, 5 August 2015 – ŠKODA has achieved another milestone in China: since entering the market in 2007, the Czech car manufacturer has delivered 1.5 million vehicles to customers in the Chinese market. Over the coming years, ŠKODA plans to increase sales to over half a million cars per year in their strongest market worldwide. The new ŠKODA Superb heralds the dawn of a new era for the brand in China.

Delivering 1.5 million vehicles since 2007 is evidence of ŠKODA's successful development in China. The manufacturer seeks to grow further over the coming years by introducing new models. The recently launched ŠKODA Fabia and eagerly awaited ŠKODA Superb are set to be key players in this. The company's aim is to increase the public's awareness of the brand in China, and inspire customers with highly dynamic, modern and emotionally appealing designs.

ŠKODA models have been available on the Chinese market since 2007. Since then, the brand has increased annual sales to 281,400 deliveries most recently in 2014. This represents almost one quarter of ŠKODA's total sales last year. In the first half of 2015, ŠKODA delivered 138,300 vehicles in the Chinese market – an increase of 5.8% over the same period last year. China has been ŠKODA's largest individual market since 2010. The manufacturer is building on their close partnership with the Volkswagen Group China and the local partner Shanghai Volkswagen (SVW).

As part of the company's international growth strategy, the brand has been steadily broadening their range of models available in China over recent years. In 2014, ŠKODA's product range in China increased to six locally produced model series. ŠKODA's model range in China includes the Fabia, Rapid, Rapid Spaceback, Octavia, Yeti and Superb.

2015 marks a highlight in ŠKODA's current model campaign. The new generation Fabia and Superb herald the dawn of a new era for ŠKODA in China, bringing a new phase of growth. The latest generation of the ŠKODA Fabia has been available since April. This was the first series-produced model from ŠKODA to demonstrate the development of the brand's new, expressive and modern design language. The new ŠKODA Superb will be taking a further step into the future with its release on the Chinese market in autumn.

ŠKODA's new flagship is produced for the Chinese market at the SVW plant in Nanjing, southern China. The other SVW locations that also produce ŠKODA models for the Chinese market are Anting and Yizheng.



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Media image:



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In the first half of 2015, the ŠKODA Octavia was by far the most popular ŠKODA model in China.

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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.