



Press Release page 1 of 3

J.D. Power Study: ŠKODA clinches double victory for highest customer satisfaction

- › ŠKODA FABIA and ŠKODA SUPERB awarded in J.D. Power Study as best models in small car and mid-class segments in Germany
- › Second consecutive win for the ŠKODA FABIA
- › More than 15,000 motorists respond to survey on quality, reliability, appeal and running costs of their own vehicle

Mladá Boleslav, 21 July 2016 – Voted by German motorists: ŠKODA FABIA and ŠKODA SUPERB have the most satisfied car owners in the small-car and mid-class categories. This is the result of the latest Vehicle Dependability Study (VDS) by market research institute J.D. Power. More than 15,000 participants were asked about the reliability of their own vehicle in the most comprehensive motorist survey in Germany. This is the second consecutive win for the ŠKODA FABIA - the small car was also number one last year.

The J.D. Power Study covers five vehicle classes. ŠKODA was the only brand to receive two prizes in this year's Vehicle Dependability Study. The ŠKODA SUPERB won the mid-class category. Above all, the respondents appreciated the car's generous space: The brand's flagship has the largest interior and boot in its segment. In addition, the ŠKODA SUPERB boasts innovative assistance systems, such as Adaptive Cruise Control (ACC) as well as the lane-departure warning system Lane Assist, and Traffic Jam Assist.

The ŠKODA FABIA took the lead in the small-car category for the second consecutive year. The vehicle owners were particularly impressed with the car's infotainment system. Thanks to SmartLink technology, the ŠKODA FABIA allows users to link the car to their smart devices easily. Now in its third generation, the small car features an impressive boot as well as an emotive design.

British motorists also appreciated their ŠKODA cars: The brand was the overall winner in the J.D. Power study in the UK making ŠKODA the most reliable car brand in Great Britain for the second consecutive year. In addition, the ŠKODA FABIA and the ŠKODA YETI led the local ranking in their classes.

As part of the annual J.D. Power study, participants evaluated the model they own in terms of reliability and overall satisfaction. This year, more than 15,000 drivers in Germany participated in the market research institute's survey. The results were analysed from a total of 68 model ranges produced by 24 manufacturers. The categories evaluated included engine/transmission, body/chassis, driving experience, control elements/displays, infotainment/communications/navigation, seats, climate control and interior.



Press Release page 2 of 3

J.D. Power was established in 1968 by James David Power III, and is today considered one of the most prestigious research institutions in the world.

For more information:

Silke Rosskothén
Head of Product Communications
T +420 326 811 731
silke.rosskothen@skoda-auto.cz

Ann Harder
Product Communications
T +420 326 811 769
ann.harder@skoda-auto.cz

David Haidinger
Product Communications
T +420 326 811 737
David.Haidinger@skoda-auto.cz

Media images:



J.D. Power Study: ŠKODA clinches double victory for highest customer satisfaction

ŠKODA FABIA and SUPERB awarded in Vehicle Dependability Study in Germany as best models in small car and mid-class segments.

[Download](#)

Source: ŠKODA AUTO



J.D. Power Study: ŠKODA clinches double victory for highest customer satisfaction

Above all, the respondents in Germany appreciated the ŠKODA SUPERB's generous space in the J.D. Power study.

[Download](#)

Source: ŠKODA AUTO



J.D. Power Study: ŠKODA clinches double victory for highest customer satisfaction

The brand's flagship ŠKODA SUPERB has the largest interior and boot in its segment.

[Download](#)

Source: ŠKODA AUTO



Press Release

page 3 of 3

ŠKODA AUTO

- > is one of the longest-established vehicle manufacturers in the world. The company was founded in 1895 – during the pioneering days of the automobile. Today, the company's headquarters remain in Mladá Boleslav.
- > 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 26,600 people globally and is active in more than 100 markets.

