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# ŠKODA KODIAQ Supervising Final Stage at Tour de France

- › Camouflaged ŠKODA KODIAQ rehearsing on Champs-Élysées home straight
- › SUV from Czech Republic at Tour finale in Paris
- › Former cycling professional Stephen Roche leads rider field

**Mladá Boleslav/Paris, 24 July 2016 – ŠKODA KODIAQ has been getting familiar with the Tour de France's home straight in a night-time Paris. In the concluding stage of the race around France the new SUV by ŠKODA takes over the lead of the pack. Behind the steering wheel we will see the former Tour winner Stephen Roche.**

ŠKODA KODIAQ is ready for its Tour de France début. The night before its high-profile appearance ŠKODA was getting familiar with the local conditions, as on the last day of this year's Tour the new ŠKODA KODIAQ is set to lead the racer field. With a start in Chantilly and finish in Paris, the stage stretches over 113 kilometres.

For its Tour premiere the new SUV by ŠKODA got a brand new camouflage cover in red, grey and black. The special camouflage foil with facets made of crystal-like elements goes matches the look of the Red Car, ŠKODA SUPERB in the shade Corrida Red. The Red Car serves as a mobile control centre of the Tour de France and is used by the race Director Christian Prudhomme.

Behind the steering wheel during the first public appearance of ŠKODA KODIAQ there will be the former cycling professional Stephen Roche. The Irish rider triumphed in the 1987 Tour de France and currently represents the Czech manufacturer as a brand ambassador.

ŠKODA is supporting the Tour de France for thirteenth consecutive time as the official partner this year. The brand is also the sponsor of the Green Jersey worn by the leader of the points classification for the second time. Simultaneously, ŠKODA acts as the official vehicle partner of the race, providing a total of 250 cars as organizational and support vehicles as well as more than 50 team cars.

ŠKODA KODIAQ is set to make its next appearance in Paris in late September as a guest of the motor show, this time without a camouflage cover. Going on sale in early 2017, the SUV marks the beginning of ŠKODA's world-wide SUV offensive and will be promoted under the caption 'Discover new grounds'.

ŠKODA KODIAQ represents all the strengths of the Czech brand, featuring a distinct design full of character, exceptionally spacious interior, high level of functionality and numerous Simply Clever solutions. With 4.7 metres in length the all-round SUV offers the largest boot space in its class and a customizable third row of seats. Other highlights of



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the new ŠKODA KODIAQ include extensive connectivity options, modern driver assist systems and future oriented infotainment system.

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### Media images:



#### ŠKODA KODIAQ Supervising Final Stage at Tour de France

ŠKODA KODIAQ has been getting familiar with the Tour de France's final stretch in a night-time Paris. In the concluding stage of the race around France the new SUV by ŠKODA takes over the lead of the pack.

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Source: ŠKODA AUTO



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Source: ŠKODA AUTO



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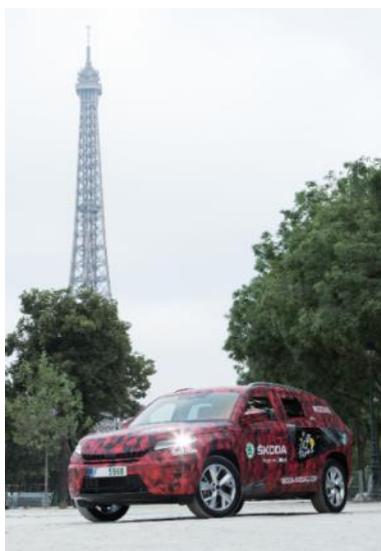
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#### ŠKODA AUTO

- > 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.