



## Press Release, Page 1 of 3

# The ŠKODA KODIAQ celebrates its exhibition premiere at the 2016 Paris Motor Show

- › The ŠKODA KODIAQ will be presented to the general public in Paris for the first time
- › The new, large ŠKODA SUV impresses with its design that is full of character, an exceptional amount of space, with practical intelligence and innovative technology
- › ŠKODA press conference: 29<sup>th</sup> September, 07:45 in pavilion 4, stand 215; livestream on [www.skoda-storyboard.com](http://www.skoda-storyboard.com)

**Mladá Boleslav, 21 September 2016 – ŠKODA will be attending the 2016 Paris Motor Show with a range that is as strong as a bear. From 1<sup>st</sup> to 16<sup>th</sup> October, the Czech car manufacturer will present the ŠKODA KODIAQ to the public for the first time. With a length of 4.70 m, up to seven seats and the largest boot within its class, the ŠKODA KODIAQ is the Czech car manufacturer's first large SUV.**

From February 2017, ŠKODA's latest model will make its entrance with all of the brand's strengths: a design that is full of character, an exceptional amount of space, practical intelligence and innovative technology that can otherwise only be found in higher vehicle classes.

With the ŠKODA KODIAQ, the Czech car manufacturer is extending its range to seven models and more than 40 variants. At the same time, the new SUV model marks the beginning of an extensive SUV campaign. As part of its 2025 strategy, the car manufacturer will continue to strengthen its position in the important and fast-growing SUV segment by launching further new models in the coming years. By doing so, ŠKODA will further improve the attractiveness of its model range and win over new customer groups for the brand. As such, the ŠKODA KODIAQ is leading the way; the brand is expanding on its aspiration to offer the best overall package at the top-end of each segment.

The opening press day is all about the brand's first large SUV. A total of 11 ŠKODA KODIAQs will be on display. The entire model range can be seen from the second press day at the ŠKODA exhibition stand. Furthermore, visitors can also gain exciting insights into the worlds of ŠKODA – cycling, ice hockey and connectivity. Additionally, the ŠKODA design lab PRECIOSA will be showing the various facets of the new ŠKODA design.

The ŠKODA press conference will take place on 29<sup>th</sup> September at 07:45 in pavilion 4 at the ŠKODA stand no. 215 and will be live-streamed on [www.skoda-storyboard.com](http://www.skoda-storyboard.com).



# Press Release, Page 2 of 3

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## Media images:



### The ŠKODA KODIAQ celebrates its exhibition premiere at the 2016 Paris Motor Show

ŠKODA will be attending the 2016 Paris Motor Show with a range as strong as a bear: it is here, that the new ŠKODA KODIAQ will be presented to the public for the first time.

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Source: ŠKODA AUTO



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# Press Release

, Page 3 of 3

## ŠKODA AUTO

- > is one of the longest-established vehicle manufacturers in the world. The company was founded in the Czech town of Mladá Boleslav in 1895 – during the pioneering days of the automobile. Today, the company's headquarters remain in Mladá Boleslav.
- > currently offers the following model series: CITIGO, FABIA, RAPID, OCTAVIA, YETI as well as the KODIAQ and SUPERB.
- > in 2015, delivered more than 1 million vehicles to customers worldwide.
- > has been part of Volkswagen Group, one of the most globally successful automotive groups since 1991. ŠKODA, in association with the Group, independently manufactures and develops vehicles as well as components such as 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 with local partners.
- > employs over 26,600 people globally and is active in more than 100 markets.

