ŠKODA is partner and, with its DigiLab, also host of the 'International Smart Mobility Hackathon'

› **Applications can be made until 28 February 2017 at www.ceehacks.com**
› **Hackathon on Smart Mobility starts on 16 March at the ŠKODA DigiLab**
› **ŠKODA DigiLab analyses and develops ideas for future mobility**

Mladá Boleslav, 24 February 2017 – ŠKODA is a partner of the 'International Smart Mobility Hackathon' in Prague, where the participants will be developing promising concepts for smart cities. Students, programmers, designers and other creative minds can apply at www.ceehacks.com by 28 February. The four-day event from 16 to 19 March 2017 takes place at ŠKODA's DigiLab. At the Czech carmaker's newly established think tank, the Hackathon participants will be developing concepts for smart cities, autonomous driving and the use of big data. The winning team will receive prize money of 5,000 euros from organiser CEE Hacks Insane Business Ideas, an internship at the ŠKODA DigiLab and prospects for future cooperation in the development of specific new projects.

"The digital age demands and enables new solutions for our society, our cities, and also mobility," says Andre Wehner, Head of Corporate Development and Digitization at ŠKODA. "At our ŠKODA DigiLab, we are working on innovative ideas to make mobility more efficient, comfortable and safe. We also rely on suggestions from external creative minds. In particular, we are very excited about the concepts of those taking part in the Hackathon. ŠKODA AUTO is continuously investing in the development of smart cars and services. Without clever infrastructure in the city, the potential of connectivity cannot be fully exploited. For this reason, we are looking for new ideas in the areas of connectivity and mobility for smart citiesWe will be developing smart ideas with the participants' suggestions," says Wehner.

Adriana Krnáčová, Mayor of Prague, will be taking part in the 'International Smart Mobility Hackathon' as the patron, and as the official partner, ŠKODA will be opening the event on 16 March at its digital lab in the Czech capital. At the brand's think tank premises, developers, programmers, designers and other creative participants will form three-member working groups. Subsequently, the areas will be presented at various workshops where the teams will be competing against each other. They will be developing ideas for topics such as green mobility, big data usage, autonomous driving and smart cities. On 19 March, they will present their concepts to a jury. The winning team will receive prize money of 5,000 euros from the organiser and other donations from the official partners. ŠKODA guarantees, for example, an internship place at its digital lab.

ŠKODA regards digitization, connectivity and new mobility solutions as the cornerstones of its 2025 Strategy, which is why the manufacturer is appealing to original thinkers. The Hackathon participants will have the opportunity to develop their projects on behalf of ŠKODA or even at the company, and to expand them into profitable products and mobility services.

At a hackathon, students, programmers, designers, and other creative minds work against the clock on a project set by the organizer. The portmanteau is made up of the terms 'hack' and 'marathon'. Like computer hackers, the participants solve tricky problems and develop new solutions. A hackathon can last from a few hours to several days. To begin with, the organizer presents the

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problem and the tasks to be solved in various lectures. Subsequently, the participants form small groups. Each team consists of experts from different areas. At the end of the hackathon, the groups will present their results to an expert jury.

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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, KODIAQ and SUPERB.
› in 2016 delivered more than 1 million vehicles to customers worldwide.
› has belonged to Volkswagen Group since 1991. The Volkswagen Group is one of the most successful vehicle manufacturers 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.

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