



**ŠKODA**  
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# PRESS RELEASE

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## VISION E celebrates world premiere around the globe thanks to Virtual Reality smartphone app

- › ŠKODA presents brand's first electric study at Shanghai Auto Show (19 - 28 April)
- › Around the world, the brand's guests experienced the premiere of the concept vehicle in virtual reality; the [video](#) shows how the live presentation could be followed using virtual reality glasses
- › ŠKODA fans discover VISION E with new smartphone app "ŠKODA VR"

Mladá Boleslav, 19 April 2017 – ŠKODA is embarking on the mobility of the future with the new VISION E concept vehicle, allowing fans, friends and customers to participate all over the world. Thanks to virtual reality, smartphone users can experience the presentation of the brand's first electric study on 19 April, 2017, in Shanghai and explore the details of the ŠKODA VISION E. For this, they only need the new ŠKODA VR app, which is available for free download from [Google Play](#) and the [App Store](#).

"We are delighted to present the ŠKODA VISION E in Shanghai and at the same time all over the world," says Stefan Büscher, Head of ŠKODA Marketing. "Alongside our partners Google and HTC, we are entering the virtual world and inviting friends and fans of the brand to join us. Thanks to new technologies and the ŠKODA Virtual Reality app, everyone can explore our concept vehicle VISION E from home and experience the mobility of the future."

ŠKODA is opening three doors to the virtual world. Firstly, the manufacturer invited guests to take part in worldwide events in selected cities in parallel to the VISION E presentation at the Auto Shanghai. The highlight: visitors could follow the [live presentation](#) using the advanced virtual reality goggles VIVE and corresponding headphones from HTC. This enabled them to take a walk through as if they were at the actual event and experience the new VISION E up close. Another advantage of virtual reality is that anyone interested could find out more about the innovative electric drive, discover the futuristic design of the emotive coupé and even take a digital test drive. ŠKODA offered this Premiere 2.0 in partnership with HTC in the following cities:

- Berlin
- Bratislava
- Madrid
- Mladá Boleslav
- Oslo
- Prague
- Shanghai
- Tel Aviv

The second door was open to 100 selected opinion leaders who could immerse themselves in the digital world with Daydream virtual reality glasses created by ŠKODA's partner Google. The data were transferred to a Motorola MotoZ smartphone, allowing the guests to experience the VISION E presentation from home, work or any other location anywhere in the world. The guests received their Google Daydream headsets on 10 April, 2017.





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Customers, friends and fans of the brand can also enjoy the intense world premiere. ŠKODA's new smartphone app VR enables a virtual 360-degree tour around the pioneering concept car. In addition, smartphone users can playfully explore the new technologies behind the ŠKODA VISION E at their fingertips. The free app is available for download from Google Play or the App Store.

## For more information:

Jozef Baláž  
Head of Corporate Communications  
T +420 326 811 773  
[jozef.balaz@skoda-auto.cz](mailto:jozef.balaz@skoda-auto.cz)

Tomáš Kubík  
Corporate & Business Spokesperson  
T +420 326 811 749  
[tomas.kubik@skoda-auto.cz](mailto:tomas.kubik@skoda-auto.cz)

## Media images:



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Source: ŠKODA AUTO



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[Download](#)

Source: ŠKODA AUTO

## 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 30,000 people globally and is active in more than 100 markets.

