



**ŠKODA**  
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# PRESSEINFORMATION

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## ŠKODA Museum Exclusive: Clay model of ŠKODA VISION E

- › ŠKODA VISION E celebrates world premiere at Auto Shanghai (19 – 28 April )
- › Manufacturer presents concept study at ŠKODA Museum from 21 April to 12 May
- › Emotive SUV coupé gives outlook on future design language for electric cars

**Mladá Boleslav, 21 April 2017 – The ŠKODA VISION E is celebrating its world premiere at Auto Shanghai. The exterior design of the brand's first electro study can be seen at the ŠKODA Museum in Mladá Boleslav from 21 April to 12 May. The painted clay model with its futuristic design shows the features of ŠKODA's new design language for future electric vehicles. Thanks to state-of-the-art virtual reality technology, visitors to the museum can experience the dynamic SUV Coupé in even more detail.**

ŠKODA is displaying the design template of the concept study VISION E, which is celebrating its world premiere at Auto Shanghai at the same time, exclusively at the company-owned museum in Mladá Boleslav. The painted clay model was built at ŠKODA DESIGN and gives an outlook on the design language of the brand's future electric vehicles. The emotive five-door coupé features eye-catching car body details, such as counter-opening doors and missing B-pillar. In the light-flooded interior, the four rotatable individual seats are slightly elevated, guaranteeing a good view and maximum comfort during autonomous driving as well as getting in and out. The electro study lacks a middle tunnel, which creates a particularly generous sense of space. Another highlight: visitors are immersed in virtual reality at the ŠKODA Museum. Thanks to virtual reality technology, they can explore the ŠKODA VISION E in the digital world and customise the interior of the future-oriented study according to their wishes.

The ŠKODA VISION E is the first purely electrically driven and autonomous concept car in the company's history. Thanks to intelligent management, the two electric motors interact with maximum efficiency and drive the ŠKODA VISION E over all four wheels. The powerful lithium-ion battery and optimal recuperation enable a range of up to 500 kilometres. At the same time, the concept car is equipped with various sensors and cameras to fulfil the prerequisites for level 3 autonomous driving. It drives independently in traffic jams, can cover great distances on motorways, as well as find and drive into and out of parking spaces.

The ŠKODA VISION E is the first step towards the electrification of ŠKODA's model range, which will be launched in 2019 with the introduction of the ŠKODA SUPERB with plug-in hybrid drive. In the following year, the brand's first purely electrically driven series model will follow. ŠKODA will be expanding its offer to include five purely electric cars in various segments by 2025.

The ŠKODA Museum in Mladá Boleslav displays many milestones in the 122-year history of the company. At the same time, the modern multifunctional building provides the perfect setting for many cultural, political and social events. The Mladá Boleslav museum hosted 242,000 visitors in 2016 – an increase of 16.4% compared to the previous year. In addition to the visitors from the home country the Czech Republic, international guests travel to the historic heart of the company,





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most from Germany, Denmark and Poland, while visitors from China, Australia and the USA also come to enjoy the ŠKODA experience.

For ŠKODA fans, the manufacturer offers other attractions at its headquarters in Mladá Boleslav. They can stroll through the former Laurin & Klement production halls, which recreate the company's early days. On display, there are rare prototypes demonstrating the high level of innovation that still characterises ŠKODA to this day. A factory tour of ŠKODA's modern production halls provides the perfect contrast.

In addition to its own museum, ŠKODA maintains a close partnership with external cultural institutions. At Mladá Boleslav airport, the Metoděj-Vlach Aviation Museum houses a collection of 25 original aircraft as well as photographs and other impressive testimonies documenting aviation past and present. Ferdinand Porsche's birthplace in Reichenberg-Maffersdorf is also worth a visit. ŠKODA offers a range of discounts for all the mentioned cultural centres.

## For more information:

Vítězslav Kodym, Sponsorship & Classic Communications

T +420 326 8 11784

[vitezslav.kodym@skoda-auto.cz](mailto:vitezslav.kodym@skoda-auto.cz)

## Media images:



### ŠKODA Museum Exclusive: Clay model of ŠKODA VISION E

The ŠKODA VISION E model, exhibited at the ŠKODA Museum, has been produced from special clay and corresponds in size and detail to the exhibit on show at the same time at Auto Shanghai.

[Download](#)

Source: ŠKODA AUTO



### ŠKODA Museum Exclusive: Clay model of ŠKODA VISION E

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

