



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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Video reveals how new ŠKODA KAROQ got its name

- › Residents of Kodiak Island, Alaska, helped name the new compact SUV
- › Czech car manufacturer's SUV family gets reinforcement

Mladá Boleslav, 26 May 2017 – ŠKODA KAROQ: the name of the Czech automotive manufacturer's new model. The compact SUV celebrated its world premiere in Stockholm last Thursday. An exciting film now shows how the KAROQ got its name on Kodiak Island, and what role the islanders played.

The fact that the name of the brand-new model is similar to its big brother, the ŠKODA KODIAQ, is entirely intentional: "The relationship between the family of names is strategically planned," says Stefan Büscher, Head of Marketing and Products, adding, "This creates a uniform nomenclature for current and future SUV products."

A video now tells the story of how the indigenous people of Kodiak Island in Alaska were once again the name givers at the baptism of the new KAROQ. In the tribal language of the Alutiiq, the word for car is 'KAA'RAQ'. 'RUQ', in turn, is the word for arrow -a symbol of the company's dynamism, and also a central element of the ŠKODA brand logo. The film depicts how a twelve-year-old had the decisive idea for creating the new word.

Under ŠKODA's future-oriented Strategy 2025, the brand will be consistently promoting the expansion of the model range over the coming years. The focus lies mainly on expanding the SUV range. With the KODIAQ, ŠKODA recently launched a new large SUV model on the international markets. The ŠKODA KAROQ is now setting the next milestone. The new compact SUV celebrated its world premiere in Stockholm last Thursday, and its market launch is fixed for the second half of 2017.

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Media video:



Video reveals how new ŠKODA KAROQ got its name

A twelve-year-old came up with the decisive idea. The film also depicts how other creative concepts were brought to life.

[YouTube](#)

Source: ŠKODA AUTO





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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.

