



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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ŠKODA and *Cirque du Soleil*® enter long-term partnership

- › Cooperation agreed for next four years
- › ŠKODA forms integral part of *Cirque du Soleil* advertising
- › To date, *Cirque du Soleil* counts more than 180 million spectators,
- › Traditional Czech brand and *Cirque du Soleil* inspire people worldwide with clever ideas and innovative spirit

Mladá Boleslav, 20 July 2017 – Entertainment meets automobile. ŠKODA has broadened its brand commitment by entering into a comprehensive partnership with the world famous *Cirque du Soleil*. The Canadian live entertainment company is known throughout the world for fascinating shows and exceptionally talented artists. More than 180 million spectators have watched *Cirque du Soleil*'s shows since its inception just over 30 years ago. This year, *Cirque du Soleil* will travel the globe with 10 different touring shows, many of which are hosted in important ŠKODA markets in Europe. In addition, *Cirque du Soleil* is to appear with a touring show in China later this year.

The brand cooperation with the famous live entertainment company *Cirque du Soleil* opens up numerous new opportunities to reach millions of potential new customers for ŠKODA. *Cirque du Soleil* has a global fan base, with almost 10 million followers on social media and their shows attract over eleven million spectators worldwide every year. The traditional Czech brand will be an integral part of *Cirque du Soleil* promotions in outdoor advertising, print products, TV commercials and *Cirque du Soleil*'s internet presence. The partnership agreed until 2021, also includes large-scale marketing campaigns and exclusive VIP experiences, such as backstage tours, 'meet and greets' with the artists, and promotional opportunities linked to Las Vegas. The entertainment specialists have been on the scene in Las Vegas with numerous shows over the past 20 years.

With their shows, *Cirque du Soleil* takes the audience, into unparalleled worlds with world-class acrobatics, impressive choreographies and fascinating characters, that astonishes and delights. . The Canadian entertainment company continually creates new shows, full of innovative and presents them on stages all over the world. *Cirque du Soleil* is one of the world's largest and most important live entertainment companies.

ŠKODA's products are also characterised by the 'Simply Clever' ethos. The Czech manufacturer's cars, like the "Circus of the Sun", inspire their audiences again and again. In addition, the two companies combine engineering precision and high-quality standards. From stage design and technical equipment to artistic implementation, *Cirque du Soleil*'s shows are geared towards absolute perfection. ŠKODA also meets this demand in the production of its vehicles.

ŠKODA and *Cirque du Soleil* have much in common with their respective founders. The mobility pioneers Václav Laurin and Václav Klement from Bohemia distinguished themselves by a pronounced sense of innovation and unconventional solutions, with which they repeatedly conquered new technological ground. The same is true for *Cirque du Soleil* founder Guy Laliberté. From a group of 20 street performers at its beginnings in 1984, *Cirque du Soleil* went on to reinvent





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the circus arts and become a global live entertainment leader. Today, *Cirque du Soleil* has over 4,000 employees, including 1,300 artists, from nearly 50 different countries.

ŠKODA has a wide range of brand cooperation and sponsorship activities. Traditionally, ŠKODA is involved in numerous sports: Ice hockey, cycling and motorsport form the main pillars of the traditional company's sponsorship strategy. In its home market, ŠKODA is a partner of numerous major cultural events and is one of the biggest promoters of culture in the Czech Republic. [Now the brand is expanding its global sponsorship commitment to include the large-scale partnership with *Cirque du Soleil*.](#)

For more information:

Jozef Baláž
Head of Corporate Communications
T +420 326 811 773
jozef.balaz@skoda-auto.cz

Tomáš Kubík
Spokesperson Corporate & Business
T +420 326 811 749
tomas.kubik@skoda-auto.cz

Media image:



ŠKODA and *Cirque du Soleil* enter long-term partnership

The Czech car manufacturer will be an integral part of the globally active entertainment company's marketing activities.

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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.

