



**ŠKODA**  
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## Chinese government delegation visited ŠKODA AUTO plant and museum in Mladá Boleslav

- › ŠKODA AUTO welcomed Chinese Minister of Industry and Information Technology Miao Wei and other state representatives
- › ŠKODA AUTO plant is an innovation driver in industry 4.0 and in electromobility and digitalisation
- › China is ŠKODA's largest single market; by 2020 the brand plans to double deliveries in the country

**Mladá Boleslav, 19 September 2017 – ŠKODA AUTO welcomed Mr. Miao Wei, the Chinese Minister of Industry and Information Technology last Monday. ŠKODA intends to strengthen its position on its most important single market, China, within the framework of Strategy 2025. The Czech car manufacturer has defined the areas of electric mobility and digitalisation as the cornerstone of the company's development and is continually modernising its plants according to the principles of industry 4.0.**

"China is ŠKODA's largest single market and an important pillar of our success. Last year, we delivered over 300,000 vehicles to our customers there," says ŠKODA CEO Bernhard Maier. "In China, we tailor our products specifically to the requirements and wishes of our Chinese customers. As early as 2018, we will be presenting two new models offered exclusively on the Chinese market."

The background for the visit of the high-ranking delegation is a Memorandum of Understanding, signed by China and the Czech Republic in 2015, with which both countries jointly promote industrial development, particularly in the area of information technology. The agreement promotes an active dialogue between leading companies in the two countries. Miao Wei is accompanied by representatives of the Czech and Chinese governments.

During the visit to the Czech Republic, the Chinese delegation visited ŠKODA's headquarters in Mladá Boleslav. The government representatives also learned more about the company's 122-year history at the ŠKODA Museum. The car plant is exemplary in the Czech Republic for state-of-the-art production methods according to the industry 4.0 model. ŠKODA is also an innovation driver in the fields of electromobility and digitisation and has defined this in Strategy 2025.

ŠKODA's good relationship with China has a long tradition: As early as 1936, the brand had five trade dealerships in the Middle Kingdom. In 2007 the Czech manufacturer returned to the Chinese market. At that time, ŠKODA launched the production of the OCTAVIA in cooperation with SAIC Volkswagen. The country has been ŠKODA's single market since 2010. The millionth vehicle was delivered in 2013. In 2016 the company achieved a new annual sales record of 317,100 vehicles. In February 2017, just ten years after entering the Chinese market, ŠKODA handed over the keys to the second million vehicle.

In the coming years, ŠKODA will further strengthen its position in China. Alongside joint venture partner SAIC Motor Corporation, the brand will be investing more than two billion euros in the





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expansion of the model range over the next five years.

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## Media images:



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Prof. Dr. Jochem Heizmann (right), Member of the Board of Management at Volkswagen AG and President and CEO of Volkswagen Group China and Bernhard Maier (left), ŠKODA AUTO CEO, welcomed the Chinese Minister of Industry and Information Technology, Mr. Miao Wei, in Mladá Boleslav last Monday.

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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, KAROQ, 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, Algeria 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.

