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ŠKODA AUTO DigiLab on the hunt for new talent at the international 'Smart Mobility Hackathon'

- › The ŠKODA AUTO DigiLab is a partner and co-organiser of the competition
- › The event encourages projects relating to the individual mobility of the future such as autonomous driving or the use of traffic data
- › The winning team will be awarded a grand prize of 5,000 euros
- › The ŠKODA AUTO DigiLab will also support one of the teams with 15,000 euros and offers them a six-month work placement at the 'Future Mobility Incubator' in Dresden as part of the start-up scheme
- › The best ideas and concepts will be further developed at the ŠKODA AUTO DigiLab

Mladá Boleslav / Prague, 3 April 2018 – The 'Smart Mobility Hackathon' will begin on Friday at the ŠKODA AUTO DigiLab in Prague. The car manufacturer is once again sponsoring the competition as an official partner. During the three-day event, the participating teams – including designers, students, programmers and creative minds from various fields – will be working on projects relating to the individual mobility of the future such as autonomous driving or the use of traffic data. In addition to the grand prize of 5,000 euros, the ŠKODA AUTO DigiLab will also reward one of the teams a particularly attractive bonus: a six-month work placement at the 'Future Mobility Incubator' – at what is known as the 'Gläserne Manufaktur' (*transparent factory*) in Dresden – where they will be able to fine-tune their concepts. In addition, the team will be supported with 15,000 euros.

Projects that complement ŠKODA AUTO's future-oriented philosophy have a good chance of winning this special prize. The car manufacturer intends to develop innovative mobility services and improve customers' mobility beyond their own vehicle – through car sharing for example. If the winning team takes an exciting approach in Dresden, ŠKODA AUTO will potentially be interested in collaborating further.

"The 'Smart Mobility Hackathon' is an exceptional platform for developing concepts, ideas and solutions for future-oriented mobility services. We are following the work of the participants with great interest," said Jarmila Plachá, Head of the ŠKODA AUTO DigiLab. "Together with the teams, we will pursue the best ideas at the ŠKODA AUTO DigiLab," added Plachá.

This year's international 'Smart Mobility Hackathon' will take place at the ŠKODA AUTO DigiLab in Prague. First, the participants are put into teams of 3 and are then given a task from a total of 13 areas, such as carsharing, pedestrian navigation, autonomous driving and smart parking. The teams then have 48 hours to come up with innovative ideas. The up-and-coming talents are supported by different mentors, including ŠKODA AUTO specialists from the development, production and IT departments. On Sunday, the teams will present their results to a jury of experts from ŠKODA AUTO and the Czech Technical University.

Some of the most successful projects from last year are currently undergoing further development with support from the ŠKODA AUTO DigiLab – this includes, for example, an app which allows drivers of electric vehicles to communicate with each another. The idea is that, should a vehicle's battery run low, the driver can recharge it using power from another electric car. As in previous





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years, the hackathon participants will also have the chance to further develop promising projects, either contracted or employed by ŠKODA AUTO, and to advance them into fully fledged products and mobility services.

The term 'hackathon' is a combination of the words 'hack' and 'marathon'. At a hackathon, participants work on difficult tasks under time pressure and come up with new approaches to a project specified by the organiser. The time frame can vary from a few hours up to several days or more.

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During the 'Smart Mobility Hackathon' at the ŠKODA AUTO DigiLab, creative minds develop clever solutions for the mobility of the future.

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Source: ŠKODA AUTO



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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, KAROQ, KODIAQ and SUPERB.
- › in 2017 delivered more than 1.2 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 AUTO, 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 35,000 people globally and is active in more than 100 markets.

