



**ŠKODA**  
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# PRESS RELEASE

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## ŠKODA Design creates trophies for the winners of the 2018 Tour de France

- › This year the trophy pays homage to the geometric designs and angular shapes of Czech cubism
- › ŠKODA AUTO CEO Bernhard Maier is to present the winner of the points classification with the trophy in Paris
- › 2018 is ŠKODA AUTO's 15<sup>th</sup> year of acting as an official sponsor and vehicle partner for the Tour de France

Mladá Boleslav, 20 July 2018 – ŠKODA Design has once again been tasked with designing the winners' trophies for this year's Tour de France. After the peloton crosses the finish line on the Champs-Élysées on 29 July, the winners of each classification will receive their trophies. ŠKODA AUTO CEO Bernhard Maier will personally award the wearer of the green jersey with the green crystal-glass trophy which is reserved for the leader of the points classification.

"The trophies for the winners of the Tour de France provide a fascinating interplay between soft curves and precise lines, which widen towards the top. They are thereby reminiscent of a bird's wings mid-flight," explained ŠKODA AUTO designer Peter Olah.

The 60-centimetre-tall and four-kilogramme masterpieces of Czech glass art are manufactured by the Czech company Lasvit and the trophies' elegant silhouettes are now considered to be a trademark of the Tour de France. Each year the ŠKODA AUTO designers draw on inspiration from new influences when creating the surface of the awards. This year the trophy pays homage to the geometric designs and angular shapes of Czech cubism.

This year, ŠKODA AUTO is acting as an official sponsor and vehicle partner for the Tour de France for an amazing 15<sup>th</sup> time; since 2011, the long-established Czech brand from Mladá Boleslav has also been designing the trophies awarded to the winners of the cycling race through France.

On 7 July, the 105<sup>th</sup> edition of the classic cycling tour began on the Atlantic island of Noirmoutier-en-Ile. By the time the peloton crosses the finish line on the Champs-Élysées next Sunday 29 July, the riders will have covered a total of 3,351 km across 21 stages.

ŠKODA AUTO is accompanying this year's Tour de France with exiting contributions and interesting background stories which can be found on [ŠKODA Storyboard](#). One of the articles cover the [convoy of vehicles that drive in front of the peloton and distribute gifts to spectators](#). Fans wishing to experience the race in person can also find [useful tips for their visit to the sports event on ŠKODA Storyboard](#).

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## Media images:



### ŠKODA Design creates trophies for the winners of the 2018 Tour de France

The 60-centimetre-tall and four-kilogramme-heavy masterpieces of Czech glass art are manufactured by the Czech company Lasvit and the elegant silhouettes are now considered to be a trademark of the Tour de France.

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Source: ŠKODA AUTO



### ŠKODA Design creates trophies for the winners of the 2018 Tour de France

The 60-centimetre-tall and four-kilogramme-heavy trophies are designed by ŠKODA AUTO designer Peter Olah and hand made by the Czech crystal glass artists.

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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.

