



**ŠKODA**  
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# PRESS RELEASE

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## ŠKODA CEO Bernhard Maier awarded 'CEO of the Year'

- › Industry Magazine Automotive News Europe awards 'Eurostar' award for ŠKODA CEO's outstanding achievements
- › Award recognizes dynamic sales growth, excellent business results and attractive new models from ŠKODA under Maier's leadership
- › Bernhard Maier: "This prize belongs to all ŠKODA employees"

**Mladá Boleslav/Paris, 1 October 2018 – ŠKODA CEO Bernhard Maier has been honoured today by the industry magazine Automotive News Europe's 'Eurostar 2018' awards as 'CEO of the Year' in the 'Automotive Industry' category. The award honours Bernhard Maier's outstanding work at ŠKODA.**

The ŠKODA CEO says: "I am very grateful for this special award. I accept it on behalf of all 36,000 Škodians who excel every day and make a decisive contribution to making ŠKODA so strong today. This prize is a great incentive for us and for me to consistently pursue this course."

Maier received the 'Eurostar' award for 'CEO of the Year' due to ŠKODA's sustained positive development. The industry magazine acknowledged, in particular, the company's growth trend in global sales and long-term strategic orientation. As part of Strategy 2025, ŠKODA is systematically pursuing its transformation from being purely a car manufacturer to a broad mobility service provider. The focus is on a model campaign in the SUV segment, the topics of electromobility and digital services as well as the development of new markets.

Last year, ŠKODA AUTO achieved the most successful business year in its history. The Czech automaker set new records both in terms of global vehicle deliveries and financial results. Automotive News Europe also considers the brand's most recent model campaign worthy of praise. The two successful SUV models KODIAQ and KAROQ made their debuts in 2017, followed in March 2018 by the first SUV specially designed for the Chinese market, the ŠKODA KAMIQ. The fact that ŠKODA AUTO now also spearheads the further development of the Indian automotive market for the entire Volkswagen Group underscores how highly regarded the company is within the Group and the confidence the Group management has in the expertise of the entire ŠKODA team.

Bernhard Maier is a qualified automobile technician and a graduate in business administration. After working for Nixdorf Computer AG, he took on various senior positions at BMW AG for domestic and foreign clients from 1988 to 2001. In 2001 Maier moved to Porsche as Board Chairman of Porsche Deutschland GmbH. From 2010 to 2015 Maier was Member of the Board of Directors for the Sales and Marketing Department of Ing. H. c. F. Porsche AG. Bernhard Maier has been CEO of ŠKODA AUTO a.s. since November 2015 and is pursuing the company's reorientation as part of Strategy 2025.

Maier was named 'Brand Manager of the Year' in 2017 by the German Design Council. He is also a Member of the Board of Directors of SAIC VOLKSWAGEN Automobile Co. Ltd, as well as sitting on the ŠKODA AUTO University Advisory Board.



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Automotive News Europe is considered one of the world's leading automotive magazines and has been published in Europe since 1996. The magazine has presented the 'Eurostar' awards every year since 1998. According to the panel of judges, the award honours "the best of the best" from all areas of the automotive industry.

The ŠKODA CEO accepted the award at the 'Eurostars' gala on the eve of the Paris Motor Show where ŠKODA will be introducing the KODIAQ RS, the new trailblazer in the SUV segment. The brand is also presenting the VISION RS concept car that will provide a clear outlook of a new compact model from ŠKODA while demonstrating the evolution of the RS idea through modern hybrid technology.

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## Media image:



### Bernhard Maier awarded 'CEO of the Year'

The industry magazine Automotive News Europe presented the 'Eurostar 2018' to ŠKODA CEO Bernhard Maier for 'CEO of the Year' in the 'Automotive Industry' category in Paris on 1 October 2018.

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Source: ŠKODA AUTO

## ŠKODA AUTO

- › was founded during the pioneering days of the automobile in 1895, making it one of the longest-established automobile companies in the world.
- › currently offers its customers eight passenger-car series: the CITIGO, FABIA, RAPID, OCTAVIA, KAROQ, KODIAQ, as well as the KAMIQ (in China) and the SUPERB.
- › delivered more than 1.2 million vehicles to customers around the world in 2017.
- › has belonged to Volkswagen Group since 1991. The Volkswagen Group is one of the most successful vehicle manufacturers in the world. In association with the Group, ŠKODA AUTO independently develops and manufactures vehicles, as well as components such as engines and transmissions.
- › operates at three locations in the Czech Republic; manufactures in China, Russia, Slovakia, Algeria and India mainly through Group partnerships, as well as in Ukraine and Kazakhstan with local partners.
- › employs over 35,000 people globally and is active in more than 100 markets.
- › is transforming from being a traditional car manufacturer to a 'Simply Clever Company for Optimal Mobility Solutions' as part of ŠKODA Strategy 2025.