



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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ŠKODA AUTO continues to set records: one million vehicles already produced in 2018

- › **Growth strategy:** ŠKODA AUTO has produced its one millionth vehicle in mid-October – earlier than ever before in the company's history
- › **Milestone vehicle:** ŠKODA FABIA 1.0 TSI in Moon White
- › **Successful models:** ŠKODA OCTAVIA and ŠKODA FABIA are the brand's bestsellers
- › **ŠKODA KODIAQ and ŠKODA KAROQ SUV model ranges provide further impetus for growth**

Mladá Boleslav, 17 October 2018 – ŠKODA AUTO has produced its millionth vehicle for 2018 today, thereby reaching this milestone two weeks earlier than in 2017. This makes it the fifth year in a row that the number of vehicles produced has reached seven figures. The ŠKODA KODIAQ and KAROQ SUVs as well as the OCTAVIA and FABIA model ranges have significantly contributed to this success.

Michael Oeljeklaus, ŠKODA AUTO Board Member for Production and Logistics, said, "The current financial year shows that a modern model range allows ŠKODA to tap into new customer segments in international markets in a sustainable way. In recent years, we have consistently increased our production and sales, and we are now surpassing the one-million mark for an impressive fifth time in a row. We're going to continue our growth strategy in 2019. Here, an important role is going to be played by the new ŠKODA SCALA – a vehicle in the high-volume A segment that we have added to our portfolio."

The millionth vehicle manufactured in this production year – a ŠKODA FABIA 1.0 TSI in Moon White – rolled off the line today at the Mladá Boleslav plant. The [recently comprehensively revised small car](#) is this year's most popular ŠKODA model range after the bestselling OCTAVIA.

The persistently high demand for the ŠKODA KODIAQ and ŠKODA KAROQ SUVs highlights the success of the brand's SUV campaign. It is an important component in the Czech car manufacturer's ever-increasing vehicle production and has played a significant role in ŠKODA reaching the one-million mark as early as mid-October this year. The [ŠKODA KAMIQ](#), which is offered exclusively in the Chinese market, adds to the SUV portfolio in the company's largest individual market. The recently unveiled new [ŠKODA KODIAQ GT](#) – the second ŠKODA SUV to be exclusively available for the Chinese market – is a key component of ŠKODA's SUV campaign in China.

The guidelines for continuing and adding to this success are anchored in ŠKODA's 2025 Strategy. The strategy's key topics include electromobility, the digitalisation of the company, products and production itself, as well as new mobility services and connectivity solutions. Alongside the successful SUV campaign, its main focus is on electromobility, digitalisation and internationalisation. The aim is to gradually increase the number of markets ŠKODA is active in from the current 103 to 120.



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ŠKODA continues to set records: one million vehicles already produced in 2018

The millionth vehicle manufactured in this production year – a ŠKODA FABIA 1.0 TSI in Moon White – rolled off the line at the Mladá Boleslav plant on 17 October.

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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 car 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 been a part of Volkswagen Group since 1991. 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 pressing ahead with the transformation from a traditional car manufacturer to the 'Simply Clever company for the best mobility solutions' as part of the ŠKODA 2025 Strategy.