



**ŠKODA**  
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## 'Auto Trophy 2018' awards: ŠKODA victorious in four categories

- › ŠKODA voted best import brand for the ninth time
- › ŠKODA OCTAVIA: crowned best import model in the compact car segment for the fourth time in a row
- › ŠKODA KAROQ: once again named best SUV costing less than 25,000 euros in the import car category
- › ŠKODA FABIA: took first place in the category of imported city and small cars
- › More than 23,000 readers and online users voted in the 'Auto Trophy – World's Best Cars 2018' awards

Mladá Boleslav, 28 November 2018 – Readers of the specialist magazine *Auto Zeitung* have chosen ŠKODA as the best import brand in Germany for the ninth time. The ŠKODA OCTAVIA has been named best import car in the compact car segment for an impressive fourth time in a row. The ŠKODA KAROQ is also celebrating multiple successes in a row, having retained its title of best SUV costing less than 25,000 euros in the import car category following its victory in 2017. A fourth 'Auto Trophy' was awarded to the ŠKODA FABIA, which came first in the category of imported city and small cars.

For years, ŠKODA has been the number one import brand for the readers of *Auto Zeitung*. With 14.5% of readers' votes in the Auto Trophy survey, the Czech brand has earned this title for an impressive sixth time in a row and racked up a total of nine wins in this category.

The ŠKODA OCTAVIA is one of the serial winners at the prestigious readers' poll. This year, the bestseller triumphed with 13.1% of votes cast in the category for 'The Best Compact Car – Import'. The OCTAVIA has thereby won for the fourth time in a row, securing its seventh *Auto Zeitung* trophy.

Despite only having been on the market for around a year, the ŠKODA KAROQ joined the list of winners for the second time. Following on from its debut success in 2017, 10.1% of *Auto Zeitung* readers voted for the compact SUV this year, thereby crowning it best SUV costing less than 25,000 euros in the import car category.

With 9.9% of readers' votes, the ŠKODA FABIA secured a victory in the highly competitive category of imported city and small cars. The practical estate version of the popular small car came top of its class back in 2007 and 2008. This is the first success for the hatchback variant. This year, the FABIA was comprehensively modernised and now impresses with a redesigned front and rear including LED lights as well as the latest technologies for comfort and safety. A choice of reliable and efficient 1.0-litre engines make the car even more enjoyable to drive.

This year marked the 31<sup>st</sup> occurrence of *Auto Zeitung's* readers' poll. Since 2014, the 'Auto Trophy' awards have carried the addition of 'World's Best Cars'. This is because readers and online users of international automotive publications, such as *Auto Zeitung*, owned by the publishing company Bauer Media Group can now also take part in the vote. A total of 23,100 participants voted in the 2018 poll. In the German speaking areas, they chose their favourites in 21 categories, while eight ratings were put



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to an international vote. The four categories in which ŠKODA was victorious were voted for in Germany.

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## Media image:



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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 nine passenger-car series: the CITIGO, FABIA, RAPID, SCALA, 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.

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