



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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ŠKODA SCALA: First pictures of the interior

- › Redesigned dashboard echoes the emotive design language of the exterior
- › Virtual Cockpit and infotainment systems with largest displays in this class
- › Save the date: World premiere of the ŠKODA SCALA on 6 December in Tel Aviv

Mladá Boleslav, 29 November 2018 – A good week before the world premiere in Tel Aviv, ŠKODA has released first photos of the interior of the ŠKODA SCALA. The Czech brand's new interior concept follows the overall direction set by the ŠKODA VISION RS concept car. The SCALA will be the first ŠKODA production model to feature this emotive design language, blending ergonomics and emotional appeal in a way that's characteristic of the brand. Key elements include a central display positioned high up in the driver's field of vision and a redesigned instrument panel.

Norbert Weber, Head of Interior Design at ŠKODA AUTO, says: "The new ŠKODA SCALA is the first production model to feature our new interior concept, introducing an updated design language alongside new colours and materials. Its premiere in the SCALA marks the beginning of a new brand identity for ŠKODA, which is as emotive as it is functional."

The focal point of the interior concept in the ŠKODA SCALA is the display – with a size of up to 9.2 inches, it's the largest in this vehicle segment and perfectly positioned in the driver's and front passenger's field of vision. This free-standing, central display is framed by a character line that echoes the emotive contours of the bonnet. Below the display, this line also creates an ergonomic wrist rest for operating the touchscreen.

The controls for the air conditioning in the centre console and the buttons for the start/stop system, Driving Mode Select and Park Assist right in front of the gear shift lever are likewise well placed and within comfortable reach. The lateral air vents extend into the doors and amplify the visual impression of width, adding to the generous sense of space.

The dashboard and front door trim panels feature a sophisticated soft-foam surface with a specific new grain texture. This emulates crystalline structures and will define the ŠKODA brand's style in the future.

The world premiere of the ŠKODA SCALA will take place on 6 December in Tel Aviv / Israel and will be livestreamed on the ŠKODA Storyboard site as well as a number of the brand's social media channels.

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Media images:



ŠKODA SCALA: First pictures of the interior

The ŠKODA SCALA marks the debut of a new interior concept featuring a redesigned dashboard and a central display positioned high up – at up to 9.2 inches in size, it's the biggest in this class.

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Source: ŠKODA AUTO



ŠKODA SCALA: First pictures of the interior

At the centre of the new interior concept is the large free-standing display. The character line below serves as an ergonomic wrist rest.

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ŠKODA SCALA: First pictures of the interior

The air conditioning controls are located in the centre console below the central display, within easy reach of the driver.

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ŠKODA SCALA: First pictures of the interior

The buttons for the start/stop system, Driving Mode Select and Park Assist are right in front of the gear shift lever, within comfortable reach.

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Source: ŠKODA AUTO



ŠKODA SCALA: First pictures of the interior

The lateral air vents extend into the doors and amplify the visual impression of width, adding to the generous sense of space in the new ŠKODA SCALA.

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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.

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