



ŠKODA
SIMPLY CLEVER

PRESS KIT

Page 1 of 4

ŠKODA redefines its compact car range with the SCALA

- › The first ŠKODA based on Volkswagen Group's MQB A0 platform
- › The next major stage of development for the ŠKODA design language
- › All-new infotainment system and lots of innovative ŠKODA Connect mobile online services
- › The ŠKODA SCALA offers plenty of space and versatility despite compact dimensions
- › TSI, TDI and natural gas (CNG): five powerful and efficient turbo engines
- › New benchmark for safety in compact cars with assistance systems from higher segments

Mladá Boleslav / Tel Aviv, 6 December 2018 – With a new character, new technology and a new name, the ŠKODA SCALA completely redefines the compact car segment for the Czech brand. The fitting name 'SCALA' comes from the Latin for 'stairs' or 'ladder'. The hatchback combines an emotive design with a high level of functionality as well as state-of-the-art connectivity, and transfers the sensational design language of the VISION RS concept study into a production vehicle for the first time. A selection of five engine variants is available, with power outputs ranging from 66 kW (90 PS) to 110 kW (150 PS). In addition, the SCALA offers a high level of active and passive safety, full-LED headlights and tail lights, plenty of space for luggage and passengers, as well as numerous Simply Clever features. It will be launched onto the market in the first half of 2019.

Press texts, infographics, footage and photos are available in the interactive press kit at [ŠKODA Storyboard](#).

ŠKODA CEO, Bernhard Maier, said, "We are starting a new chapter in ŠKODA's compact car range with the new ŠKODA SCALA. It is an all-new model that sets benchmarks within its segment in terms of technology, safety and design. The SCALA perfectly embodies the ŠKODA-typical 'smart understatement'. We're convinced that the SCALA has the best chance of redefining the A segment for ŠKODA."

By launching the SCALA, ŠKODA is taking several steps in development at once and is completely repositioning itself in the compact car segment. With its excellent connectivity, high-quality equipment and exquisite materials, it perfectly represents the brand's set of values, which are suitably encapsulated by the term 'smart understatement'. The SCALA thereby also appeals to a target group of younger, design-focused Internet users, who also attach importance to enjoying the ŠKODA-typical generous amount of space, the largest boot in the segment and great value for money.



ŠKODA
SIMPLY CLEVER

PRESS KIT

Page 2 of 4



SMART UNDERSTATEMENT ŠKODA SCALA



Great value for money

A compact model offering an exceptional amount of space and practicality



Uncompromising safety

Wide range of assistance systems and 9 airbags



An expressive and distinctive design

Dynamic shape with elegant and precise details



Ingenious concept of space

Generously sized interior and best-in-class boot capacity



Maximum functionality

The next generation of Mobile Online Services ŠKODA Connect



Plenty of Simply Clever features

Making passenger's day-to-day life easier



Source: ŠKODA AUTO

[Download](#)

Highlights of the new ŠKODA SCALA at a glance:

- › **Exterior design:** The ŠKODA SCALA is the first ŠKODA to implement the next development stage of the brand's design language, and is doing so in a very emotive and authentic way. It is the first ŠKODA production vehicle in Europe to bear 'ŠKODA' in block lettering across its tailgate instead of the ŠKODA logo – and it does so with confidence. Alloy wheels measuring up to 18 inches create dynamic accents; the unique, extended rear window available in the Emotion package gives the ŠKODA SCALA its own style.
- › **Interior design:** The new interior is based on the VISION RS concept study. It combines ergonomics and emotiveness with a ŠKODA-typical generous amount of space and the largest boot in the segment. Just like the front door trims, the instrument panel with its central touchscreen positioned high on the dashboard also features a high-quality, soft-foam surface with a new specific texture resembling crystalline structures. A pleasant atmosphere is created by the ambient lighting, warm hues and contrasting coloured stitching on the seat covers, which are optionally available in a Suedia microfibre. As options, the heated windscreen and heated steering wheel provide additional comfort.
- › **Engines and chassis:** Three 1.0-litre or 1.5-litre TSI engines and a 1.6-litre TDI produce power outputs ranging from 70 to 110 kW (95 to 150 PS). The 1.0 G-TEC delivering 66 kW (90 PS), which is designed to run on environmentally friendly natural gas (CNG), will follow later in 2019.



ŠKODA
SIMPLY CLEVER

PRESS KIT

Page 3 of 4

The five efficient turbo engines fulfil the Euro 6d-TEMP emissions standard, of course. The Sport Chassis Control is available as an option – a chassis that can be switched between 'Normal' or 'Sport' modes via Driving Mode Select.

- › **Assistance systems:** Many of the ŠKODA SCALA's assistance systems have previously only been seen in higher vehicle segments. The optional Side Assist function shows if a vehicle is approaching from behind and wants to overtake or if it is in the blind spot up to 70 m away – 50 m further than in Blind Spot Detect. Adaptive Cruise Control (ACC), which can be used at speeds of up to 210 km/h, and Park Assist are also optional. Lane Assist and Front Assist with City Emergency Brake come as standard.
- › **Technology and safety:** The SCALA features LED headlights and tail lights as standard, full-LED versions are available as an option and – for the first time in a ŠKODA – come with dynamic rear indicators. The car features up to nine airbags, including a driver knee airbag and, for the first time in the segment, optional rear side airbags. In the event of an impending collision, the optionally available proactive occupant protection system Crew Protect Assist automatically closes the windows and tensions the front seat belts in good time.
- › **Infotainment:** The optional Virtual Cockpit features a 10.25-inch display – the largest in the segment. Infotainment systems from the third generation of the MIB modular infotainment matrix come with a screen size ranging from 6.5 inches up to 9.2 inches. The touchscreen is positioned comfortably high on the dashboard in clear view of the driver and front passenger; the optional ŠKODA Sound System features a subwoofer and ten speakers. Using lots of new ŠKODA Connect mobile online services, the car can be locked and unlocked via a mobile phone and the infotainment system software or maps can be updated, for example. The SCALA is always online thanks to a built-in eSIM with LTE connection.



ŠKODA
SIMPLY CLEVER

PRESS KIT

Page 4 of 4

- › **Simply Clever:** The ŠKODA SCALA comes with numerous Simply Clever features, including – for the first time in this segment – an electric tailgate incl. Tip-To-Close function and a retractable tow bar, which can be electrically unlocked at the push of a button in the boot.

Further information:

Hermann Prax
Head of Product Communications
T +420 326 811 731
hermann.prax@skoda-auto.cz

Pavel Jína
Spokesperson – Product Communications
T +420 326 811 776
pavel.jina@skoda-auto.cz



For the latest news, follow us on <https://twitter.com/skodaautonews>
All content relating to the ŠKODA SCALA can be found using [#SkodaScala](#)

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 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 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 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.