



ŠKODA
SIMPLY CLEVER

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Typically ŠKODA: Simply Clever features and new details

- › ŠKODA is expanding the range of brand-typical Simply Clever features on offer in the compact car segment
- › Optional electric tailgate makes it easier to access the large boot
- › The ŠKODA SCALA is the first in its segment to offer an electrically retractable tow bar

Mladá Boleslav / Tel Aviv, 6 December 2018 – A ŠKODA always comes with a variety of Simply Clever features. The Czech brand is well-known for its clever details that make day-to-day life that little bit easier for its customers. And in typical ŠKODA style, the new ŠKODA SCALA also provides a wealth of Simply Clever features – and not only the classics like the ticket holder on the A-pillar on the driver's side, the umbrella compartment (incl. umbrella) in the driver's door or the ice scraper in the fuel filler flap with a tyre tread depth gauge.

The ŠKODA SCALA is the first in its segment to come with an optional electric tailgate, which can be opened and closed at the push of a button thanks to the integrated Tip-To-Close function. It can also be closed by lightly pulling on the opened tailgate, thus making it easier to use the large boot. The boot can also be fitted with storage nets, a false boot floor, cargo fasteners and a boot barrier net as optional extras. Also new for the segment is the electrically retractable tow bar, which can be unfolded at the touch of a button in the boot.

Selected Simply Clever features

- › Integrated funnel in the lid of the windscreen washer tank
- › Misfuel protection
- › Ice scraper in the fuel filler flap with a tyre tread depth gauge
- › Two front and rear USB ports
- › Ticket holder on the A-pillar on the driver's side
- › Folding backrest on the front passenger seat
- › Folding tray tables on the front seatbacks
- › Pull-down rear centre armrest with cup holders
- › Resting position for the rear seatbelts
- › Glasses compartment
- › Multimedia holder (incl. slot for keys and coins)
- › Umbrella compartment (incl. umbrella) in the driver's door
- › Storage nets on the inside edges of the front seats
- › High-vis-vest storage in every door
- › Waste bin in the door trim
- › B-pillar hooks
- › Cargo fasteners in the boot (storage compartments under the boot floor)
- › Net on the underside of the parcel shelf
- › Electric tailgate incl. Tip-To-Close function
- › Electrically retractable tow bar
- › Bag hooks in the boot
- › Adjustable false boot floor
- › Boot nets to secure loose items



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- › Double-sided boot liner
- › Boot barrier net
- › Vertically retractable parcel shelf behind the rear seats
- › Top-tether anchor points
- › Easy-Open cup holder
- › Holders for 0.5-litre bottles in the rear doors
- › Holders for 1.5-litre bottles in the front doors
- › Card holder in the Jumbo Box

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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 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.