

# PRESS RELEASE

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## Your car as your delivery address: ŠKODA AUTO DigiLab starts pilot

- › ŠKODA AUTO DigiLab is testing deliveries to the boot for purchases made online
- › Pilot starts in collaboration with leading Czech online retailers Alza.cz and Rohlik.cz
- › Parcel couriers are provided with secured access to the boot
- › Data encryption and stringent access management guarantee the security for data transmission and carrying out the service

Mladá Boleslav, 14 March 2019 – For many online shoppers, their car's location and number plate could soon be their new delivery address. In collaboration with Alza.cz and Rohlik.cz, ŠKODA AUTO DigiLab has developed a system whereby the courier will place the delivery directly in the boot of a car. The technology required for remote access to the vehicle is now being tested in a pilot. Security is of paramount importance for this: data is encrypted and the parcel courier is restricted to opening the vehicle within a short time frame that is defined by the customer.

Anybody who buys goods online knows the dilemma: the product is always delivered when you are not at home. Together with its partners Alza.cz and Rohlik.cz, ŠKODA AUTO DigiLab is now testing a safe and straight-forward solution for everyone who is sick of collecting their parcels from a depot or their neighbour. Anyone making a purchase from these online shops can have their parcel delivered straight to the boot of their ŠKODA in future. To make use of this delivery method, the customer gives the respective service partner permission via a mobile app. When an order is placed, the car's location is displayed to the courier via GPS for subsequent delivery. Using the app, the courier is then granted one-time-only, secured access to open the boot within a pre-defined time frame. They then place the parcel in the boot, subsequently relock the vehicle using the app and the customer is notified about the successful delivery.

Jarmila Plachá, Head of ŠKODA AUTO DigiLab, pointed out, "This pilot project provides a concrete look ahead at how everyday life can be made even simpler and more convenient in future by using state-of-the-art technology. I'm looking forward to further developing this project together with our partners."

Tomáš Havryluk, Vice Chairman of the Board at Alza.cz, stated, "As we put customer satisfaction first, we are always on the lookout for innovations that we can apply to our products and services. By adding the option of delivering our products straight to the boot of a car, we offer our customers an amazing new service that will make shopping with us even more enjoyable."

Tomáš Čupr, founder of Rohlik.cz, explained, "I am confident that our customers will very much appreciate delivery to their boot. This innovation is perfectly tailored to their needs, thus providing real added value. This method of delivery has the potential to change our shopping routine in future."

The service and technology are currently being tested and specifically optimised; the system is going to be trialled for the project partners by a small selection of customers.

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ŠKODA AUTO DigiLab is the Czech car manufacturer's central workshop for developing new mobility services and technology. It is considered to be part of the international start-up scene and is constantly scouting for new opportunities to collaborate with creative minds from the IT sector. In doing so, ŠKODA AUTO DigiLab is working with progressive global start-ups, innovative enterprises, universities and innovation centres from all over the world. In 2017, ŠKODA AUTO DigiLab Israel Ltd was founded in Tel Aviv, and has since been looking for further partners in the technology hotspot.

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## Media images:



### Your car as your delivery address: ŠKODA AUTO DigiLab starts pilot project

Together with Czech online retailers Alza.cz and Rohlik.cz, ŠKODA AUTO DigiLab is testing an innovative, convenient and safe method of parcel delivery as part of a pilot project.

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Source: ŠKODA AUTO



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## 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 and the SUPERB.
- › delivered more than 1.25 million vehicles to customers around the world in 2018.
- › has been 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.