



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

Page 1 of 3

ŠKODA AUTO DigiLab now also in China

- › ŠKODA AUTO DigiLab China is networking with the local start-up scene in Beijing, developing mobility solutions and services
- › Several projects are in their development phase, including an In-Car Delivery service and a mobility service for those in need
- › Close collaboration between ŠKODA AUTO DigiLab China, joint venture partner SAIC VOLKSWAGEN and Volkswagen Group's innovation centres in China

Mladá Boleslav/Shanghai, 15 April 2019 – ŠKODA has founded another spin-off of its innovation workshop in Beijing, called ŠKODA AUTO DigiLab China, which is networking with the local start-up community to collaborate on projects. Here, the focus is on mobility of the future, digitalisation as well as the development and implementation of new business models.

ŠKODA AUTO CEO, Bernhard Maier, said, "Our two DigiLabs are now firmly established in the start-up community both in Prague and in Tel Aviv. China is one of the world's drivers of innovation when it comes to digitalisation. It's therefore only logical for us to now develop the next spin-off – ŠKODA AUTO DigiLab China – to gain direct access to important future technologies there too."

President of ŠKODA China, Dr Ralf Hanschen, added, "With our new ŠKODA AUTO DigiLab China, we are bringing our digital business and the next generation of mobility services into the local market. As the youngest member of a growing global innovation network, the innovation centre will develop mobility solutions and services for China, Europe and the rest of the world in future."

Having set up the new ŠKODA AUTO DigiLab China, the car manufacturer now also has a platform in its largest single market in the world for developing new digital services and mobility solutions together with top local start-ups and creative talent. The first of the three centres, the ŠKODA AUTO DigiLab in Prague, was set up in early 2017; in January 2018, a spin-off commenced operation in the Israeli IT hotspot of Tel Aviv – as a joint venture with the Israeli importer Champion Motors. Since the launch of its two innovation workshops, ŠKODA has sustainably strengthened its digital development and innovation expertise.

Over the course of this year, exciting projects are set to begin at ŠKODA AUTO DigiLab China, including an In-Car Delivery service that enables goods to be delivered directly to the customer's boot of the car. The team at ŠKODA AUTO DigiLab China is in intensive talks with potential delivery service partners to begin testing and pilot projects.

Another project is the 'CareDriver' service for patients who require assistance with transport. Specially trained drivers are to offer a door-to-door service in a ŠKODA KODIAQ or SUPERB to fill gaps in the supply of transport for patients with mild disabilities, and, at the same time, cater to the desire of private hospitals to make their patients' journey to the hospital more convenient and less stressful.

At the end of March, the first hackathon organised by ŠKODA China 'Clever mobility services for a better life' came to an end in Beijing. A total of 88 participants competed against one another in various categories at the two-day event, which was held in collaboration with the innovation platform and start-up incubator Innoway. Innoway is in the direct vicinity of some of the country's most prestigious



ŠKODA
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PRESS RELEASE

Page 2 of 3

universities – in the centre of Beijing's Silicon Valley, Zhongguancun – and is an ideal partner for ŠKODA in the implementation of its strategic plans there.

Across more than 40 projects, the ŠKODA AUTO DigiLabs address topics such as sharing economy, mobility services, digitalisation, connectivity and e-mobility. A wide spectrum is covered, ranging from the development of new ideas and concepts for optimising traffic flow to micromobility solutions for the city.

Further information:

Tomáš Kotera
Head of Corporate Communications
tomas.kotera@skoda-auto.cz
T +420 326 811 773

Kamila Biddle
Spokesperson – Production, HR and Environment
kamila.biddle@skoda-auto.cz
T +420 730 862 599

Media images:



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ŠKODA China President Dr. Ralf Hanschen has formally announced the establishment of a new innovation centre – ŠKODA AUTO DigiLab China.

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ŠKODA
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PRESS RELEASE

Page 3 of 3

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 39,000 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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