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PRESS RELEASE

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***Cirque du Soleil®* makes guest appearance in Prague on European tour**

- › ŠKODA supports touring show '*TORUK – The First Flight*' as official automobile partner
- › More than 200 million people have so far been to see *Cirque du Soleil*
- › ŠKODA and *Cirque du Soleil* inspire fans worldwide with clever ideas and innovative spirit

Mladá Boleslav, 28 May 2019 – ŠKODA will be accompanying *Cirque du Soleil* in their show '*TORUK – The First Flight*' in the Czech Republic from 29 May to 2 June 2019. As part of their European tour, the artists of *Cirque du Soleil* were also performing in Germany, Great Britain and Switzerland. The inspiration for their spectacular show is the hit movie '*AVATAR*' by renowned director James Cameron.

Cirque du Soleil will be performing '*TORUK – The First Flight*' in the Czech Republic from 29 May to 2 June 2019. ŠKODA's homeland is the 25th country the world-famous entertainment company will be presenting this show, and Prague the 99th city. The team consists of 112 contributors from 25 countries, including 43 professional artists. The inspiration for their innovative performance is the blockbuster '*AVATAR*' directed by James Cameron. The live experience takes the audience into the fantastical world of Pandora, where the story is set millennia before the events featured in '*AVATAR*'. The mixture of captivating acrobatics, cinematic projections, puppetry and stage dramaturgy promises a unique spectacle. ŠKODA is accompanying the tour as the official automobile partner.

Alain Favey, ŠKODA AUTO Board Member for Sales and Marketing, says, "Cirque du Soleil's captivating entertainment perfectly complements our long-term commitment to cycling, motorsport and ice hockey. Our partnership opens up numerous opportunities to communicate our brand. Above all, our presence in sports strengthens awareness of our brand, and we also touch many people emotionally through the sensuous experiences of Cirque du Soleil."

The partnership with *Cirque du Soleil*, which has been agreed until 2021, opens up numerous opportunities for ŠKODA to reach millions of potential customers. *Cirque du Soleil* has a global fan base of around ten million followers on social media, captivating live audiences of over eleven million people worldwide every year. As a leading live entertainment company, *Cirque du Soleil* stages a tremendous variety of artistic creations – from world-class acrobatics to impressive choreographies and memorable shows. For more than 20 years, the company has also inspired countless visitors to the entertainment metropolis of Las Vegas.

Since its foundation in 1984, *Cirque du Soleil* has presented its impressive productions in some 450 cities in 60 countries – with global audiences of more than 200 million people. Currently, *Cirque du Soleil* is performing twenty two different shows around the world, with ŠKODA AUTO as the official partner in the brand's key European markets. China, the carmaker's largest single market, is also hosting the entertainment company. In all these countries, ŠKODA reaches many potential customers through this brand cooperation.

ŠKODA is featured prominently on all of *Cirque du Soleil*'s communication channels, including TV commercials and the Cirque du Soleil website. The partnership, which has been agreed until 2021,

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also includes large-scale marketing campaigns as well as exclusive VIP experiences such as backstage tours, meet and greets with the artists and advertising opportunities.

Both companies put people first – and both enrich people's lives with creative ideas. *Cirque du Soleil*'s mission is to inspire the imagination through their performances and appeal to all the senses. ŠKODA also wants to inspire with its models; with expressive vehicle design and modern connectivity features, the manufacturer creates cars that match people's modern lifestyle perfectly.

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Media images:



Cirque du Soleil® makes guest appearance in Prague on European tour

The renowned live entertainment company will be appearing in the Czech Republic from 29 May to 2 June 2019. ŠKODA has been supporting *Cirque du Soleil* as a long-term partner since 2017 and will be accompanying the artists as the official partner during the tour.

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Source: ŠKODA AUTO



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ŠKODA is an integral part of promoting *Cirque du Soleil* in outdoor advertising, print products, TV commercials and *Cirque du Soleil*'s Internet presence.

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Source: ŠKODA AUTO

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