



**ŠKODA**  
SIMPLY CLEVER

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## **ŠKODA Challenge 2019: ŠKODA honours the world's best service and sales professionals in Šibenik**

- › The 191 best ŠKODA service and sales professionals from 32 markets competed against each other at the global finals in the Croatian city of Šibenik
- › ŠKODA Challenge demonstrates the participating teams' high level of performance, promotes expertise and strengthens cohesion and identification with the brand
- › Continually optimising the worldwide dealer network is the foundation for above-average customer satisfaction and brand loyalty

**Mladá Boleslav, 3 July 2019 – At the global finals of this year's ŠKODA Challenge, 191 finalists from 32 countries competed against each other in the Croatian port city of Šibenik to determine the best employees in ŠKODA's international sales and service network. From 27 to 30 June, the participants of the competition solved a variety of challenging tasks. The finalists had to prove their dedication to customer service as well as demonstrate technical knowledge and skills. In addition to team spirit, essential criteria in awarding the prize included knowledge of the Czech carmaker's brand values and history.**

This year ŠKODA once again invited all partners in its worldwide dealer network to participate in the ŠKODA Challenge. For the ninth time, participants were given the opportunity to demonstrate their skills and knowledge about ŠKODA AUTO and see how they measure up to their international colleagues.

The company aims to continually improve the quality of service throughout the dealer network because optimal advice and professionally tailored support form the basis for ŠKODA customers' above-average satisfaction and brand loyalty.

One hundred ninety-one specialists from 32 countries qualified for the final of the ŠKODA Challenge after taking part in two preliminary rounds held in all participating markets. The employees in the dealer network have outstanding technical skills and put the brand's values into practice when dealing with customers. They address ŠKODA drivers' concerns individually, are available as competent contact persons and develop tailor-made 'Simply Clever' solutions for their customers.

Every year, ŠKODA sets different priorities for each Challenge. This time, participants had to answer various questions on brand values, company history and future plans, as well as ŠKODA technologies and products. Also, they had to demonstrate their practical skills and their team spirit, brand identification and dedication to customer satisfaction by performing numerous tasks head-to-head.

In the final, the participants went up against each other in eight categories for the best service advisor, best service technician, best diagnostic technician, best paint technician, best parts manager, best importer representative, best sales consultant and the best sales manager. Groups were also pitted against each other in the separate team-rating category. On the way to victory, the professionals had to master challenging theoretical and practical tasks in their field. Their knowledge of crucial processes, as well as skills in the areas of colour perception and vehicle diagnosis or detecting defects, were tested. Beforehand, the organisational team had prepared 17 ŠKODA vehicles for the event.



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On the final day, the world's best in their field stood on the podium and celebrated not only the victory alongside their colleagues but also the all-round success of the event in Croatia. The table below gives an overview of the winners of each category:

Category	Name	Country
Best service advisor	Ondřej Ondrejka	Czech Republic
Best service technician	Łukasz Zielasko	Poland
Best diagnostic technician	René Hellemann	Denmark
Best paint technician	Branislav Zágora	Slovakia
Best parts manager	Darragh Smith	Ireland
Best importer representative	Roman Stuchlík	Czech Republic
Best sales consultant	László Szerencsi	Hungary
Best sales manager	Markus Wolf	Austria
<b>Special award:</b> Best Team	Poland	

The ŠKODA Design department supported the design of the trophies for the top three finishers in each category, which were produced at the renowned Prague glass and lighting art firm Šípek & Špalek. The trophies are hand-blown glass with a round opal.

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## Media images:



### **ŠKODA Challenge 2019: ŠKODA honours the world's best service and sales professionals in Šibenik**

At the global finals in Croatia, ŠKODA identified the best in their field among 191 dealership employees from 32 countries.

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Source: ŠKODA AUTO



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On the way to victory, the professionals had to master challenging theoretical and practical tasks in their field.

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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.