



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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Catch me if you can: Follow the new ŠKODA OCTAVIA in Prague

- › 31 October from 08:00: Three camouflaged new OCTAVIAs will be driving through Prague and Mladá Boleslav
- › **#SkodaOctavia**: Fans can post photos on [Facebook](#), [Twitter](#) and [Instagram](#)
- › Invitation to the 11 November OCTAVIA world premiere in Prague for best picture

Mladá Boleslav, 30 October 2019 – Ten days ahead of the official world premiere of the new OCTAVIA, ŠKODA fans will have a unique opportunity to experience the fourth generation of the brand's best-seller live – and win an exclusive invitation to the 11 November presentation of the OCTAVIA in Prague. Two camouflaged new ŠKODA OCTAVIAs will be touring the streets of the Czech capital Prague on 31 October, while a third car will be out and about on the roads near ŠKODA's headquarters in Mladá Boleslav. Anyone spotting one of these cars can use the hashtag **#SkodaOctavia** to post pictures on [Facebook](#), [Twitter](#) and [Instagram](#). The best pictures entry wins.

On 31 October, the car at the heart of the ŠKODA brand will make ŠKODA fans' hearts beat faster in Prague and Mladá Boleslav. This Thursday, the streets of the Czech capital will be visited by two new OCTAVIAs, with a third exploring the roads of ŠKODA's hometown, all to enable them to be spotted and photographed by interested fans. In Prague, the highlight of the show will be passing through the districts Dejvice, New Town (Wenceslas Square), Karlín and Pankrác. Fans can find out where the camouflaged OCTAVIA is by checking out ŠKODA's social media channels. In the morning, the new compact vehicle will be available at some ŠKODA dealers, where fans will be able to see the new OCTAVIA up close – even if it is only from the outside.

ŠKODA has covered the three vehicles with a special bicolour camouflage foil, as the official world premiere will be taking place on 11 November in Prague. This is where the fans with the best pictures will be invited. The competition begins on 31 October at 08:00 and ends on 3 November at 23:59.

The OCTAVIA Covered Drive in Prague and Mladá Boleslav can be followed on ŠKODA's social media channels.

Date: Thursday, 31 October from 08:00 CET

Facebook: <https://www.facebook.com/skoda/>

Twitter: <https://twitter.com/skodaautonews>

Instagram: <https://www.instagram.com/skodagram>

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Catch me if you can: Follow the new ŠKODA OCTAVIA in Prague

On 31 October, three camouflaged ŠKODA OCTAVIA will be taking to the streets of Prague and Mladá Boleslav. Fans can post their photos on [Facebook](#), [Twitter](#) and [Instagram](#) to win an invitation to the world premiere in Prague.

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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.