



**ŠKODA**  
SIMPLY CLEVER

# PRESS KIT

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## China is largest single market worldwide for ŠKODA

- › SUV campaign allowed ŠKODA to hit a sales record of 341,000 vehicles in 2018 (+ 4.9%)
- › ŠKODA will have invested a total of two billion euros in China by 2021
- › New ŠKODA AUTO DigiLab China in Beijing focuses on the mobility of the future

**Mladá Boleslav / Tianjin, 4 November 2019 – For as many as nine years, China has been the Czech car manufacturer's largest single market worldwide. One in four ŠKODAs is currently sold there. In the record year 2018, sales figures rose by 4.9 per cent to 341,000 vehicles – a third of which were SUV models. Investments totalling two billion euros and the new ŠKODA AUTO DigiLab China in Beijing are preparing ŠKODA for the future. The company's focus will be on developing attractive new models, alternative drive systems, innovative mobility solutions and tailored online services.**

In order to brace themselves for the great challenges of the future, ŠKODA and SAIC Volkswagen will have invested a total of around two billion euros in the brand by 2021. The focus of this campaign is the expansion of the SUV portfolio in particular – with the launch of the KODIAQ GT and the KAMIQ GT, two more SUVs that are exclusively available in China have been added to the range. Furthermore, ŠKODA plans on offering vehicles featuring alternative powertrains in China in future too. What's more, ŠKODA is also working on clever solutions in China that will make customers' lives on the go even easier and more convenient in the future. The new vehicles and services will offer customers an inspiring design, superior functionality and an unconventional mobility experience.

ŠKODA AUTO DigiLab China opened in Beijing in April 2019. In this new innovation centre, ŠKODA has been teaming up with local start-ups to press ahead with joint projects. The network's focus is on the mobility of the future and digitisation as well as the development and implementation of new business fields. The new mobility solutions and services are not only developed for the Chinese market but are also tailored to European or international needs. Several pilot projects such as 'Care Driver' and 'Way to Go' are already underway.

ŠKODA began trading in China for the first time back in the 1930s. In 1936, the Czech brand had five sales agencies in the Asian country. The real success story began in 2007, when ŠKODA returned to the Chinese market after a break lasting for decades as part of the SAIC Volkswagen joint venture, started producing the ŠKODA OCTAVIA locally in Ningbo and sales took off. The second model to be built in Ningbo was the KAROQ. The KODIAQ and its coupé GT variant are manufactured at the Volkswagen joint venture plant in Changsha. The RAPID and RAPID SPACEBACK roll of the line in Yizheng. The SUPERB, KAMIQ and KAMIQ GT are produced in Nanjing. For nine years, China has been the Czech brand's largest single market worldwide – one in four ŠKODAs is currently sold there. In 2018, sales increased yet again by 4.9 per cent to 341,000 vehicles – a third of these were SUV models.



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ŠKODA is working extensively on its image and on increasing brand awareness in China. To do this, the carmaker is sponsoring the Tour de France Shanghai Critérium and participating in classic car rallies, for example. ŠKODA is also proactive in a variety of CSR activities: the Czech car manufacturer is supporting the Chinese Ice Hockey Association's youth division as well as universities and other organisations.

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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 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.