



**ŠKODA**  
SIMPLY CLEVER

# PRESS RELEASE

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## ŠKODA AUTO soon to enter Sri Lankan market

- › ŠKODA AUTO will be opening a central showroom and sales location in the Sri Lankan capital Colombo in May 2020
- › Range to initially include four model series from the Czech car manufacturer
- › Consistent internationalisation is a key aspect of Strategy 2025

**Mladá Boleslav, 20 February 2020 – The Czech automobile manufacturer ŠKODA AUTO is continuing its internationalisation and will also be officially represented in Sri Lanka from May 2020.**

ŠKODA AUTO CEO Bernhard Maier emphasises: “Further internationalising our brand and conquering new markets are central areas of action laid out in the ŠKODA Strategy 2025. By re-entering the Sri Lankan market, we are taking the next step in raising ŠKODA’s position worldwide.”

After 17 years, ŠKODA AUTO is returning to Sri Lanka: In May 2020, ŠKODA is going to open a central showroom and sales location in Colombo, the capital of the island state located off the southern point of India. ŠKODA AUTO will be collaborating with IWS Automobiles (Pvt) Ltd as an importer and trading partner.

ŠKODA’s initial line-up will include four model series: the small car FABIA, the mid-class SUPERB, the large SUV KODIAQ and the compact SUV KAROQ. The brand’s bestseller, the OCTAVIA, will expand the range of models later this year. By utilising the existing synergies in the INDIA 2.0 project, ŠKODA could also offer models in Sri Lanka that will be developed under the upcoming model campaign in the Indian market. Customers can order the first vehicles from the beginning of March 2020, and the first deliveries will be made when the new showroom opens in May.

Consistently internationalising the company and opening up new markets are central pillars of Strategy 2025, with which ŠKODA AUTO has set the course for sustainable, long-term growth. The strategy also encompasses the central topics of electromobility and digitalisation and creates the prerequisites for transforming ŠKODA AUTO from an automobile manufacturer into a ‘Simply Clever Company for the best mobility solutions’.

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## Media image:



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ŠKODA's initial line-up in Sri Lanka will include four model series: the small car FABIA, the mid-class SUPERB, the large SUV KODIAQ and the compact SUV KAROQ.

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## ŠKODA AUTO

- › is this year celebrating 125 years since the company was founded during the pioneering era of the automobile in 1895, making it one of the longest-established car manufacturers in the world.
- › currently offers its customers nine passenger-car series: the CITIGO, FABIA, RAPID, SCALA, OCTAVIA and SUPERB as well as the KAMIQ, KAROQ and KODIAQ.
- › delivered 1.24 million vehicles to customers around the world in 2019.
- › 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 and India mainly through Group partnerships, as well as in Ukraine and Kazakhstan with local partners.
- › employs approximately 42,000 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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