



**ŠKODA**  
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## ŠKODA OCTAVIA and ŠKODA SUPERB voted '4x4 of the year'

- › Readers of German *Auto Bild Allrad* magazine vote two ŠKODAs best in their respective categories
- › OCTAVIA is best import car and overall winner in the '4x4s under €40,000' category
- › SUPERB is chosen as best import 4x4 costing over €40,000
- › ŠKODA currently offers four models with all-wheel drive: the OCTAVIA, SUPERB, KAROQ and KODIAQ

Mladá Boleslav, 5 June 2020 – Readers of the German *Auto Bild Allrad* magazine have awarded two ŠKODA models with '4x4 of the year' titles. In the category of all-wheel drive vehicles under €40,000, the OCTAVIA 4x4 claimed victory for both best import car as well as overall winner. As for all-wheel-drive vehicles costing more than €40,000, the ŠKODA flagship SUPERB 4x4 was voted best import car. The readers of Europe's bestselling all-wheel-drive car magazine picked the OCTAVIA as their favourite in its category for the fourth time, and the SUPERB for an impressive eleventh time.

Christian Strube, ŠKODA AUTO Board Member for Technical Development, said, "The fact that the OCTAVIA and SUPERB have been named 4x4s of the year by the knowledgeable *Auto Bild Allrad* readers is great testament to our brand's high level of all-wheel-drive expertise: our 4x4s meet all kinds of expectations and demands and, thanks to state-of-the-art and intelligent all-wheel-drive technology, they make driving fun and handling safe in every driving situation. On behalf of my entire team, I would like to thank every reader who voted for our models and thus enabled ŠKODA to come top in two categories."

In the category of 4x4 passenger cars costing less than €40,000, 13.8 per cent of readers rated the ŠKODA OCTAVIA 4x4 as their favourite. The brand's bestseller was voted the overall winner as well as best import car. The Czech car manufacturer's bestseller had already been the readers' choice in the '4x4 of the year' category in 2014, 2015 and 2019. Having secured 6.59 per cent of the votes, the brand's top model – the ŠKODA SUPERB 4x4 – is the first-choice import 4x4 over €40,000 this year. This makes 2020 the eleventh year in which the brand's flagship came first in the readers' poll.

This year, voting for the '4x4s of the year' took place for the 19<sup>th</sup> time. Overall, there were 218 models in eleven categories to choose from. Readers had the opportunity to vote online for their favourites from 10 January to 6 March.

The success story of the modern-day all-wheel-drive ŠKODAs began in 1999 with the ŠKODA OCTAVIA COMBI 4x4. Three years later, the Czech carmaker also presented the hatchback version of its bestseller as a 4x4, followed by the second generation of the popular compact model, also available as an all-wheel-drive variant.

In 2019, approximately one in nine ŠKODA OCTAVIAs delivered in Europe were 4x4s. Now in its fourth generation, the model will be once again available in various all-wheel-drive powertrain configurations; the OCTAVIA is also more spacious, connected and emotive than ever before.

ŠKODA first presented the SUPERB hatchback with 4x4 technology in 2008, and the first SUPERB COMBI 4x4 followed one year later. In 2019, every fourth newly registered model on the European market was equipped with all-wheel drive – making up 26 per cent of total sales. Since it was comprehensively revised in 2019, the ŠKODA SUPERB has offered features such as full LED Matrix headlights and an even wider range



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of innovative assistance systems – making it more attractive and state-of-the-art than ever. Last year also saw the debut of the SUPERB iV, the brand's first production plug-in hybrid.

## All-wheel drive at ŠKODA: now available in four model ranges

ŠKODA developed the first prototypes with more than one driven axle back in the late 1930s. ŠKODA's modern-day 4x4 success story began in 1999 with the OCTAVIA COMBI 4x4. ŠKODA AUTO has since produced more than one million 4x4s – 157,000 in 2019 alone. Demand for all-wheel drive is so high that the Czech car manufacturer has rigorously expanded its 4x4 portfolio in recent years. Today, this includes the KAROQ, OCTAVIA, KODIAQ and SUPERB model ranges.

### Further information:

Hermann Prax  
Head of Product Communications  
T +420 734 298 173  
[hermann.prax@skoda-auto.cz](mailto:hermann.prax@skoda-auto.cz)

Alžběta Šťastná  
Spokesperson Product Communications  
T +420 605 293 509  
[alzbeta.stastna@skoda-auto.cz](mailto:alzbeta.stastna@skoda-auto.cz)

### Media images:



#### ŠKODA OCTAVIA and ŠKODA SUPERB voted '4x4 of the year'

The picture shows the new ŠKODA OCTAVIA, the successor of the successful OCTAVIA III that was chosen by the magazine's readers. The new OCTAVIA will be available in a 4x4 version later this year.

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Source: ŠKODA AUTO



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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 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 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 into the 'Simply Clever company for the best mobility solutions' as part of the ŠKODA 2025 Strategy.