



**ŠKODA**  
SIMPLY CLEVER

# PRESS RELEASE

Page 1 of 2

## ŠKODA ENYAQ iV makes its debut as the lead vehicle in the Tour de France

- › The ŠKODA ENYAQ iV will make its first appearance as the 'mobile control centre' for Tour Director Christian Prudhomme and race commissioners of the Tour de France
- › Topics of sustainability and electric mobility take centre stage for ŠKODA at this year's Tour de France
- › Czech car manufacturer has been the official main partner of the world's largest cycling event since 2004

Mladá Boleslav, 1 September 2020 – Following its world premiere in Prague today, the new ŠKODA ENYAQ iV will once again enjoy the international limelight at the start of the Tour de France tomorrow: Director Christian Prudhomme will be using the first ŠKODA model based on the modular electrification toolkit (MEB) as the lead vehicle ('Red Car') on the 183-kilometre stage from Gap to Privas. In the coming weeks, ŠKODA's new, all-electric flagship will accompany the cyclists on two more stages and will be equipped with a wide range of specialised technology to ensure the smooth coordination of the race.

After its world premiere today in the Czech capital, Prague, the ŠKODA ENYAQ iV will demonstrate its sporting qualities as the lead vehicle ('Red Car') of the Tour de France tomorrow. The first ŠKODA model based on the modular electrification toolkit (MEB) has been kitted out for its role as the 'mobile control centre' for Tour Director Christian Prudhomme.

The red-painted ENYAQ iV has a panoramic glass roof, six antennas, special sirens, a refrigerator and a state-of-the-art communication and command centre in the rear. This equipment allows information to be transmitted to and from the vehicle, and Christian Prudhomme can also give instructions and organise the traffic in the field of participants from here. He will also maintain contact with the race commissioners and other tour vehicles and exchange information with them regarding the status of the race. In addition, the ENYAQ iV has a modified chassis for its use in the Tour de France, making it ideally equipped to meet all the demands of the competition. The body of the vehicle is also customised with the branding of the various companies sponsoring the race.

In addition to tomorrow's 183-kilometre stage from Gap to Privas, the new flagship of ŠKODA's model range will also accompany the cyclists in the individual time trial from Lure to La Planche des Belles Filles and the final 122-kilometre stage. The route takes the participants from Mantes-la-Jolie to Paris, where they will reach the finish on the Avenue des Champs-Élysées after completing 21 stages and a total of 3,470 kilometres.

### **Up to 250 ŠKODA vehicles deployed at the Tour de France, including 30 with the iV badge**

The ENYAQ iV is part of a fleet of up to 250 vehicles that ŠKODA is providing to the organisation and race management during its 17<sup>th</sup> engagement as the official main partner of the Tour de France. This year, the Czech car manufacturer is emphasising the topics of sustainability and electric mobility: 30 vehicles from the fleet are ŠKODA iV models with plug-in hybrid drive or fully electric drive. Since they symbolise sustainable individual mobility just as the bicycle does, the Tour de France provides a perfect stage to present the vehicles to an international audience.



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Page 2 of 2

## **ŠKODA campaign 'To the Greatest Family of all: Cyclists'**

To support this year's Tour de France, ŠKODA is rolling out the 360-degree campaign 'To the Greatest Family of all: Cyclists', which conveys the brand's passion for cycling and emphasises the team spirit unifying the global cycling community. In addition to the company's own website [WeLoveCycling.com](http://WeLoveCycling.com), the Czech car manufacturer is using its social media channels for its communication activities, and spots from the campaign can also be seen on TV.

## **ŠKODA with a great tradition as the 'engine of cycling'**

In addition to its involvement in the Tour de France, ŠKODA also is active on many other levels as the 'engine of cycling'. For example, the automaker also supports the Tour of Spain ('La Vuelta') and other international cycle races. It also sponsors numerous national and international popular sports events. Bicycles and bicycle accessories are also an integral part of ŠKODA's extended product range.

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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, KAROQ, KODIAQ, as well as the KAMIQ and the SUPERB.
- › 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, Algeria and India mainly through Group partnerships, as well as in Ukraine and Kazakhstan with local partners.
- › employs over 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.