



ŠKODA
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“Auto Trophy 2020”: Six wins for ŠKODA

- › Readers of German car magazine “Auto Zeitung” vote ŠKODA the best import brand for the seventh year running
- › Two titles for ŠKODA OCTAVIA, debut win for ENYAQ iV
- › ŠKODA SUPERB and KAMIQ victorious in their categories

Mladá Boleslav, 27 November 2020 – ŠKODA has claimed six wins in the 33rd edition of the “Auto Trophy” poll run by German car magazine “Auto Zeitung”. For the seventh time running, readers have crowned the Czech car maker the best import brand. Based on the votes cast by the roughly 18,800 participants in the readers’ poll, the all-new ŠKODA OCTAVIA scored a double, winning in two categories, while the ŠKODA ENYAQ iV, in its debut, won best import car in the electric SUV category. In addition, the ŠKODA SUPERB and ŠKODA KAMIQ took the top spots in their respective import car categories.

ŠKODA has been voted the most popular of 40 import brands in 2020 by the readers of German car magazine “Auto Zeitung”, winning this accolade for the seventh year running. Taking 13.4 per cent of all votes, the Czech manufacturer won first place in the “Best Import Brand” category.

Double victory for the all-new ŠKODA OCTAVIA

The ŠKODA OCTAVIA scored a double, winning two of the 21 trophies awarded in total. 20 per cent of the participants selected the fourth generation of the ŠKODA best-seller as their favourite import vehicle in the compact class. With its sixth victory in a row and its ninth overall, the OCTAVIA continued its success story in this “Auto Trophy” category and even won another accolade on top. With 20.4 per cent of the votes, the ŠKODA OCTAVIA RS also took the title in the “Best Compact Sports Car – Imports” category. For the first time, ŠKODA is offering its sporty range-topper in OCTAVIA RS iV plug-in hybrid format, in addition to the petrol and diesel versions.

A perfect start for the ŠKODA ENYAQ iV

What better way to start – the new ŠKODA ENYAQ iV marked its debut in the renowned readers’ poll with its first victory. The brand’s first model specifically developed for all-electric driving netted 20.8 per cent of the votes for the best electric SUV among import cars. 125 years after the company was established, ŠKODA is ringing in a new era with its first production model based on the Volkswagen Group’s MEB modular electric car platform.

Wins for the ŠKODA KAMIQ and SUPERB

The compact ŠKODA KAMIQ SUV repeated the victory in last year’s readers’ poll. In 2020, 15.0 per cent of voters awarded it the top spot among imported SUVs costing less than 25,000 euros. The ŠKODA SUPERB meanwhile won the executive car import category in even more emphatic style, taking well over a quarter (28.2 per cent) of all votes. Since last year, the ŠKODA flagship has for the first time also been available in SUPERB iV plug-in hybrid format.

This year marked the 33rd edition of the “Auto Zeitung” readers’ poll. Since 2014, the “Auto Trophy” honours have come with the added title “World’s Best Cars”. This is because readers and online



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users of international automotive publications owned by the Bauer Media Group, which publishes "Auto Zeitung", can also participate in the poll. A total of around 18,800 participants voted in the 2020 poll. Readers had 442 brands and models to choose from overall.

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Media image:



"Auto Trophy 2020": Six wins for ŠKODA

ŠKODA scored a total of six victories in the "Auto Trophy" readers' poll by German car magazine "Auto Zeitung", winning the "Best Import Brand" title for the seventh year running.

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Source: ŠKODA AUTO

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 ten passenger-car series: the CITIGO[®] iV, FABIA, RAPID, SCALA, OCTAVIA and SUPERB as well as the KAMIQ, KAROQ, KODIAQ and ENYAQ iV.
- › 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.