



**ŠKODA**  
SIMPLY CLEVER

# PRESS KIT

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## The model's history: a success story continues

- › Three generations and more than 4.5 million units of the ŠKODA FABIA sold since 1999
- › The FABIA is an important cornerstone for the Czech brand's international success
- › Germany is the largest sales market, ahead of the Czech Republic and the UK

**Mladá Boleslav, 25 February 2021 – The fourth-generation ŠKODA FABIA continues an extraordinary success story that began back in 1999. Since its market launch 22 years ago, the Czech carmaker has produced more than 4.5 million units of the popular small car. This makes the FABIA one of the bestselling vehicles in its segment. Germany has been the popular small car's largest sales market for many years. Thanks to numerous further developments, the latest generation has all the prerequisites to continue this impressive success story.**

Since its premiere in 1999, the FABIA has been uniting ŠKODA's brand values. It combines a generously sized interior with great levels of active and passive safety and excellent value for money. It also offers compact exterior dimensions, efficient powertrains and numerous Simply Clever features. Thanks to these qualities, the FABIA has established itself as a key pillar of the Czech carmaker's success and is now one of the bestselling models in its segment. The FABIA is the second-most produced ŠKODA model after the OCTAVIA, with more than 4.5 million units since its launch 22 years ago. In 2019 alone, more than 166,000 vehicles rolled off the production line; 37,800 went to customers in Germany, the largest sales market, ahead of the Czech Republic (24,600) and the UK (20,000).

### **A face of the brand with a loyal customer group since 1999**

The first-generation ŠKODA FABIA celebrated its premiere in 1999; the ŠKODA FABIA COMBI made its debut a year later. With 1.79 million vehicles produced in roughly eight years, the FABIA mark I proved to be a success right from the start. This was followed by the second generation presented at the Geneva Motor Show in 2007, which saw sales of 1,704,000 units in total. Additional variants, such as the ŠKODA FABIA COMBI SCOUT with its striking off-road look introduced in 2009, further enhance the model's appeal. The third-generation FABIA has been popular since 2014 and was given a revamp in 2018 with a host of new safety features and advanced infotainment systems. Over one million cars of this generation have been produced to date.

Since the launch of the FABIA, ŠKODA has continuously developed the material concept of the body. In the new generation, the use of high-strength and hot-formed steels contributes to high torsional stiffness. The new FABIA shares chassis components with the ŠKODA SCALA, for example, and is one of the first cars in its segment to feature the actively adjustable cooling shutters in the front bumper's lower air intake, which help to optimise aerodynamics and improve cooling efficiency, from the new OCTAVIA.



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Follow us at <https://twitter.com/skodaautonews> for the latest news. Find out all about the brand-new ŠKODA FABIA with [#SkodaFabia](https://twitter.com/skodaautonews).

## ŠKODA AUTO

- › is focusing on three priorities with its 'NEXT LEVEL ŠKODA' program for the future: expanding the model portfolio towards entry-level segments, exploring new markets for further growth in the volume segment and making tangible progress in sustainability and diversity.
- › currently offers its customers ten passenger-car series: the CITIGO<sup>®</sup> iV, FABIA, RAPID, SCALA, OCTAVIA and SUPERB as well as the KAMIQ, KAROQ, KODIAQ and ENYAQ iV.
- › delivered over one million vehicles to customers around the world in 2020.
- › has belonged to the Volkswagen Group for 30 years. 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, 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 with a local partner.
- › employs approximately 42,000 people globally and is active in more than 100 markets.