



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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ŠKODA presents the new FABIA on 4 May

- › Online world premiere of the fourth model generation begins at 19.00 CEST
- › ŠKODA fans around the world can watch the unveiling on the [ŠKODA Storyboard](#)
- › The DOX Centre for Contemporary Art in Prague serves as the virtual backdrop

Mladá Boleslav, 30 April 2021 – Curtain up for the new ŠKODA FABIA: Next Tuesday, 4 May at 19:00 CEST, ŠKODA AUTO will be unveiling the fourth generation of its successful small car. The DOX Centre for Contemporary Art in Prague will serve as a spectacular backdrop for the entirely digital world premiere. ŠKODA fans worldwide can move freely through a virtual pavilion and discover fascinating details about the ŠKODA FABIA's success story. From now until the start of the stream on Tuesday evening, we'll gradually reveal new areas of the pavilion at skoda-virtual-event.com. The world premiere will also be broadcast on the [ŠKODA Storyboard](#) and the car manufacturer's social media channels (Youtube and Facebook).

ŠKODA will be presenting the fourth generation of the FABIA, based for the first time on the Volkswagen Group's Modular Transverse Toolkit MQB-A0, 22 years after its debut. The popular small car combines all the ŠKODA AUTO brand's values under the motto "Everything you need – and a little bit more". It boasts a convincing price-performance ratio, outstanding safety and a high level of comfort and build quality. With its even more dynamic and emotive design, the ŠKODA FABIA has all the prerequisites to continue the model series' success story. The digital world premiere takes place on 4 May at 19:00 CEST. The unveiling will be streamed from the virtual pavilion and can be watched anywhere in the world at skoda-virtual-event.com. The DOX Centre for Contemporary Art in Prague, which has been elaborately virtualised for this event, will serve as the spectacular backdrop.

Virtual tour similar to an exhibition

The digital presentation format allows viewers to tour the show as if they were in a real exhibition; they can move freely around the virtual pavilion and view the exhibits. During their tour, guests can meet ŠKODA AUTO Board Members including Chairman of the Board Thomas Schäfer and Martin Jahn, Board Member for Sales and Marketing, as well as experts from the ŠKODA Design team led by Oliver Stefani. To make these encounters as realistic as possible, the ŠKODA representatives have each created an avatar.

Presentation areas in the inner courtyard and on the roof terrace

The tour leads users to the various presentation areas in the DOX. In the inner courtyard, numerous LED walls are installed for the action programme and the roof terrace becomes the 'NEXT LEVEL' terrace – reflecting the Czech car manufacturer's current programme for the future. These two areas will be where the new ŠKODA FABIA is unveiled following Thomas Schäfer's welcoming speech. After the show, 360-degree views of vehicles will be accessible in the virtual pavilion. Later, a recording of the presentation and additional videos will be available in the airship above the 'NEXT LEVEL' terrace. In addition, a download link to the Press Kit on the ŠKODA Storyboard will be released.



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Three-dimensional model of the DOX as a virtual pavilion

A three-dimensional model of the DOX was created for the virtual pavilion to stage the world premiere of the new ŠKODA FABIA. This is to give visitors the impression of being at a live event. The Centre for Contemporary Art is located in the Prague district of Holešovice and is a former factory that has been architecturally transformed into an impressive and ultra-modern space. The DOX premises creatively reinterpret the core characteristics of the ŠKODA FABIA: user-friendliness, suitability for everyday use, Simply Clever ideas and emotive design. The premiere is rounded off by a tape art concept designed exclusively for the new FABIA. Colourful adhesive strips are used to create artistic backgrounds and illustrate the walkthrough of the location. The tape artists were inspired not only by ŠKODA's design language with crystalline elements but also by the driving experience in the FABIA and Simply Clever ideas as well as the extraordinary architecture of the DOX.

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Video and media image:



Video: ŠKODA presents the new FABIA on 4 May

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Quelle: ŠKODA AUTO



ŠKODA presents the new FABIA on 4 May

The digital presentation of the new ŠKODA FABIA on 4 May can be watched worldwide. It will take place in a virtual pavilion modelled on the DOX Centre for Contemporary Art in Prague.

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Quelle: ŠKODA AUTO



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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® 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.