



**ŠKODA**  
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# PRESS RELEASE

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## NEXT LEVEL – ŠKODA STRATEGY 2030: Press conference takes place today in Prague

- › Press conference on ŠKODA AUTO's new corporate strategy starts today at 16:30 CET
- › CEO Thomas Schäfer presents the priorities for the future in the areas of electrification, internationalisation and digitalisation
- › Live broadcast on the ŠKODA Storyboard and the car manufacturer's various social media channels

Mladá Boleslav, 24 June 2021 – ŠKODA AUTO is presenting its new corporate strategy NEXT LEVEL – ŠKODA STRATEGY 2030 at an international press conference in Prague this afternoon. The event will be streamed on a dedicated website as well as ŠKODA's own website ŠKODA Storyboard. It can also be followed on selected social media channels of the car manufacturer.

The press conference starts this afternoon at 16:30 Central European Time. After the presentation, journalists and media representatives will have the opportunity to ask questions about the content of the NEXT LEVEL – ŠKODA STRATEGY 2030.

Questions can be e-mailed in advance to [media@skoda-auto.cz](mailto:media@skoda-auto.cz).

**Date:** Thursday, 24 June, from 16:30 CET

**Website:** [www.nextlevelskodastrategy2030.com](http://www.nextlevelskodastrategy2030.com)

**ŠKODA Storyboard:** [www.skoda-storyboard.com](http://www.skoda-storyboard.com)

**Twitter:** <https://twitter.com/skodaautonews>

**LinkedIn:** <https://www.linkedin.com/in/thomas-schaefer>

**YouTube:** <https://www.youtube.com/watch?v=lcGRnpWdxog>

**Livebox:** <https://www.nextlevelskodastrategy2030.com/livestream>

### Further information:

Tomáš Kotera

Head of Corporate and Internal  
Communications

T +420 326 811 773

[tomas.kotera@skoda-auto.cz](mailto:tomas.kotera@skoda-auto.cz)

### Media image:

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ŠKODA STRATEGY 2030

### NEXT LEVEL - ŠKODA STRATEGY 2030:

#### Press conference takes place today in Prague

ŠKODA AUTO is presenting its new corporate strategy NEXT LEVEL – ŠKODA STRATEGY 2030 at an international press conference in Prague this afternoon.

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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<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.