



**ŠKODA**  
SIMPLY CLEVER

# PRESS RELEASE

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## Project launch for the eighth ŠKODA student car

- › 25 ŠKODA vocational students have started to work on the ŠKODA student car
- › Annual ŠKODA Academy project has been an important part of training since 2014
- › Apprentices gain broad understanding of all departments at ŠKODA AUTO

**Mladá Boleslav, 1 October – On the way to number 8: 25 apprentices from the ŠKODA vocational school in Mladá Boleslav have started work on the eighth ŠKODA student car. This project continues the ŠKODA Academy's annual tradition of giving vocational school students the opportunity to design and build their own dream car since 2014. The students discuss possible components and materials for the eighth ŠKODA student car with their instructors and ŠKODA AUTO Board Members.**

Maren Gräf, ŠKODA AUTO Board Member for Human Resources, says: "The ŠKODA student car project has an excellent reputation and is a figurehead for our company and our development of young talent. I am very proud to be part of this project for the first time this year and look forward to accompanying the apprentices along their way. This is a great experience for the vocational students; building their own dream car strengthens their motivation and creativity, and at the same time they gain many technical skills while building the vehicle."

At the ŠKODA vocational school in Mladá Boleslav, talented up-and-comers have been designing and building a new ŠKODA student car – their very own dream car – under the guidance of their instructors every year since 2014. The innovative project, which is unique in the Czech Republic, offers the skilled workers of tomorrow the unique chance to demonstrate their abilities in collaboration with the Production, Design and other specialist departments. At the very beginning of the project, the vocational students are given the opportunity to exchange ideas with members of the ŠKODA AUTO Board of Management and present their approaches and ideas. In subsequent planning stages, they are supported by numerous ŠKODA experts, for example from the Development department and ŠKODA Design. Through these interactions, the apprentices gain an insight into all relevant areas of the company. They learn to work in a team to realise a project, combine planning and practical implementation, and present their work to the Board.

### **Decisions on bodywork, engine and design are on the agenda**

As they begin working on the eighth ŠKODA student car, the apprentices have numerous online meetings scheduled. Thanks to digital technologies, they could also make the necessary decisions during the pandemic. In the early stages of the project, the trainees must agree on the engine, the body shape, the materials used as well as the design and colours. The new ŠKODA student car will be gradually unveiled over the next few months.



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## ŠKODA student cars attest to the high standard of training

Seven ŠKODA student cars have been created since 2014. In addition to spectacular concepts, they always offer innovative details and are very much in keeping with ŠKODA's 'Simply Clever' philosophy. In 2020, the apprentices transformed a ŠKODA SCALA into the emotive Spider ŠKODA SLAVIA, and at the same time commemorated the company's beginnings by choosing the name to mark its 125<sup>th</sup> anniversary. In 2020, two ŠKODA student cars went on display at the ŠKODA pavilion at the Autostadt in Wolfsburg, which has been the world's largest automotive delivery centre and communication platform for all Volkswagen Group brands since 2000. The 2019 ŠKODA MOUNTIAQ pickup and the 2018 ŠKODA SUNROQ SUV convertible were both included in a special exhibition there.

The annual student car is one of the most important projects for the ŠKODA Academy and demonstrates the high quality of training at the vocational school in Mladá Boleslav, which was founded more than 90 years ago.

Alois Kauer, Head of the ŠKODA Academy, says: "This is now the second ŠKODA student car that I have been involved in creating. Last year, I was impressed by the great support this project received from all company departments. The difficult conditions caused by the COVID-19 pandemic, which are also having a significant impact on this year's operations, have once again strengthened our team spirit and solidarity. I am already excited to see what our apprentices will roll out this year."

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### Media images:



#### Project launch for the eighth ŠKODA student car

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Source: ŠKODA AUTO



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The annual student car is one of the most important projects for the ŠKODA Academy and demonstrates the high quality of training at the vocational school in Mladá Boleslav, which was founded more than 90 years ago. For Alois Kauer, Head of the ŠKODA Academy, it is now the second ŠKODA Student Car that he has been involved in creating.

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## ŠKODA AUTO

- › is successfully steering through the new decade with the NEXT LEVEL – ŠKODA STRATEGY 2030.
- › aims to be one of the five best-selling brands in Europe by 2030 with an attractive line-up in the entry-level segments and additional e-models.
- › is emerging as the leading European brand in India, Russia and North Africa.
- › currently offers its customers ten passenger-car series: the FABIA, RAPID, SCALA, OCTAVIA and SUPERB as well as the KAMIQ, KAROQ, KODIAQ, ENYAQ iV and KUSHAQ.
- › delivered over one million vehicles to customers around the world in 2020.
- › has been a member of the Volkswagen Group for 30 years. The Volkswagen Group is one of the most successful vehicle manufacturers in the world.
- › independently manufactures and develops not only vehicles but also components such as engines and transmissions in association with the Group.
- › operates at three sites in the Czech Republic; manufactures in China, Russia, Slovakia and India primarily through Group partnerships, as well as in Ukraine with a local partner.
- › employs more than 43,000 people globally and is active in over 100 markets.