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The ŠKODA SLAVIA: second ŠKODA model in the INDIA 2.0 project makes its debut

- › Lining up in a segment that is very popular in India, the A0 saloon offers plenty of space, a host of safety features and an emotive design
- › Efficient TSI engines, high levels of comfort and advanced infotainment systems
- › Model name 'SLAVIA' pays homage to the brand's heritage and ushers in a new era
- › Developed and manufactured locally in Pune

Mladá Boleslav / Pune, 18 November 2021 – The introduction of the SLAVIA marks the start of ŠKODA AUTO's next stage in the INDIA 2.0 project. Following the successful launch of the KUSHAQ SUV, the brand-new saloon is the Czech carmaker's second India-specific model. The SLAVIA is produced in the country, with a localisation level of 95%. As the saloon is based on the MQB-A0-IN platform – an MQB variant specially adapted by ŠKODA AUTO for India – it offers a comprehensive range of safety features and advanced infotainment systems. The power output of the TSI engines available for the SLAVIA is 85 kW (115 PS)* and 110 kW (150 PS)* respectively, and just like other ŠKODAs, this model is characterised by an emotive design. Its name is both a tribute to the carmaker's beginnings and a symbol of a new era in the Indian market.

Thomas Schäfer, ŠKODA AUTO CEO, said: "With the new SLAVIA, we are igniting the next stage of our INDIA 2.0 product campaign. Following the successful launch of the KUSHAQ, we are now entering another popular segment with our brand-new saloon. The SLAVIA is perfectly tailored to the needs of our customers in India and is built with a localisation level of up to 95%. We are confident that both the KUSHAQ and the SLAVIA will allow us to leverage the full potential in this promising, growing market."

Gurpratap Boparai, Managing Director of ŠKODA AUTO Volkswagen India Private Limited, stated: "The successful start of the INDIA 2.0 project with the KUSHAQ truly highlights what can be achieved with global collaboration here in India. In addition to the increasingly sought-after SUVs, the premium saloon segment offers tremendous potential, and it's a territory that we have made our own. The sophisticated SLAVIA stands for prestige and style. It also represents a new growth area for ŠKODA AUTO. With its sophistication, capable engines and numerous Simply Clever features, the SLAVIA will appeal to discerning customers in India, and it will also be appreciated in markets around the world. We are confident that the ŠKODA SLAVIA will continue the benchmarks set by the OCTAVIA and SUPERB, and will help us to further strengthen our dominance in the segment."

Commemorating the founding fathers Václav Laurin and Václav Klement

In 1895, the founding fathers Václav Laurin and Václav Klement started their business by repairing bicycles in Mladá Boleslav. Soon after, they designed their own, successfully marketing them under the brand name SLAVIA from 1896. The bicycles stood for reliability, affordability and inventiveness – qualities that still form ŠKODA's 'Simply Clever' corporate philosophy today. 'SLAVIA' quickly became synonymous with quality and innovation, and the name was also adopted for the motorcycles introduced by Laurin and Klement in 1899.



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Local development and local production

The MQB-A0-IN – a variant of Volkswagen Group's modular transverse matrix – provides the technical basis for the new models. ŠKODA AUTO has adapted this platform specifically for the Indian market and to meet the country's new, stricter safety and emission requirements. The majority of the development work is carried out locally – in close collaboration with colleagues based in the Czech Republic – at the technology centre in Pune, which opened in early 2019. The on-site team's wealth of expertise and understanding of local preferences mean that ŠKODA can respond to changing needs quickly and in a flexible manner. ŠKODA AUTO's vehicle production in India has a localisation level of up to 95%. The carmaker set up a new MQB production line at its Pune plant so this could be achieved. In the medium term, the models manufactured in India will also be exported to other countries.

Following the KUSHAQ, the SLAVIA is the second ŠKODA in the INDIA 2.0 campaign

The SLAVIA saloon is the second new ŠKODA for the INDIA 2.0 project, following the KUSHAQ SUV, which was launched in the first quarter of 2021. Headed by ŠKODA AUTO, who oversees all activities of Volkswagen Group in India, the campaign is backed by investments of one billion euros to strengthen the long-term presence of ŠKODA and Volkswagen on the Indian subcontinent. The aim is to reach a combined market share of 5% by 2025. The ŠKODA KUSHAQ and SLAVIA models will be followed by a Volkswagen saloon; a Volkswagen SUV has already been launched.

** Provisional information – final data will be published once the car has been homologated.*



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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 bestselling 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.