



**ŠKODA**  
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## The brand-new ŠKODA SLAVIA: attractive saloon completes the INDIA 2.0 model range

- › The A0 saloon is the second ŠKODA model in the INDIA 2.0 project
- › Emotive design, plenty of space and a variety of comfort features, along with high levels of safety and powerful yet efficient TSI engines
- › The new model has been developed and produced locally in Pune

Mladá Boleslav / Pune, 28 February 2022 – Following the successful launch of the KUSHAQ SUV, the Czech carmaker is expanding its range with a saloon in the A0 segment. Just like the KUSHAQ, the SLAVIA is based on the MQB-A0-IN platform – a variant of Volkswagen Group’s modular transverse matrix specially adapted by ŠKODA AUTO for India. The platform enables the saloon to be equipped with an extensive range of safety features, advanced infotainment systems and one of two powerful yet efficient TSI engines with an output of 85 kW (115 PS) or 110 kW (150 PS). The majority of the development work was carried out at the technology centre in Pune.

Thomas Schäfer, ŠKODA AUTO CEO, says: “Following the successful launch of the KUSHAQ, we are now taking the next step in our product campaign with the brand-new SLAVIA, expanding our model range to include a saloon in the very popular A0 segment. The new model caters perfectly to the needs of Indian customers and will further strengthen our position in the country before we begin exporting our vehicles to other key growth markets.”

Zac Hollis, Brand Director ŠKODA AUTO India, explains: “By offering the KUSHAQ SUV as well as our new SLAVIA saloon, our line-up now includes two advanced and incredibly attractive vehicles in the rapidly growing A0 segment in India. With the adapted MQB platform providing the ideal foundation, and because the cars are developed and produced locally, we are very much in tune with the preferences and needs of our Indian customers.”

### India set to become one of the five largest sales markets for ŠKODA AUTO

Together with the ŠKODA KUSHAQ SUV, the new ŠKODA SLAVIA creates the ideal conditions to realise Volkswagen Group’s growth plans in India. The group is investing a total of one billion euros in the INDIA 2.0 project to strengthen the long-term presence of ŠKODA and Volkswagen in the country. The aim is to achieve a combined market share of 5% for ŠKODA and Volkswagen by 2025, depending on market and segment development. For ŠKODA, this means India is set to become one of the five largest single markets in the world.

### Model name creates a direct link to ŠKODA’s brand philosophy

The name ‘SLAVIA’ builds a bridge between India and the Czech Republic and pays homage to the company’s founding fathers Václav Laurin and Václav Klement. In 1896, they started to design and sell their own bicycles in Mladá Boleslav under the name SLAVIA; their first motorcycles followed in 1899. Even at the beginning of the 20th century, the name SLAVIA stood for qualities such as reliability, affordability and inventiveness – attributes that still characterise ŠKODA’s brand philosophy today.



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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 twelve passenger-car series: the FABIA, RAPID, SCALA, OCTAVIA and SUPERB as well as the KAMIQ, KAROQ, KODIAQ, ENYAQ iV, ENYAQ COUPÉ iV, SLAVIA and KUSHAQ.
- › delivered over 870,000 vehicles to customers around the world in 2021.
- › 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 45,000 people globally and is active in over 100 markets.