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Page 1 of 2

The KAROQ success story: a cornerstone in the model range

- › More than half a million KAROQ models have been produced since market launch in 2017
- › The brand's bestselling SUV and second most popular ŠKODA in 2020
- › ŠKODA's second model of its SUV campaign is available in 60 countries

Mladá Boleslav, 4 April 2022 – Following in the KODIAQ's footsteps, the KAROQ is ŠKODA's second SUV model, and has played a significant role in the Czech carmaker's success since its launch in 2017. It was the bestselling ŠKODA SUV in 2020 and the brand's second most delivered model after the OCTAVIA. More than half a million KAROQs have rolled off the production line to date.

Following the successful launch of the KODIAQ in 2016, the KAROQ was unveiled in early 2017 as ŠKODA's second SUV model, before the KAMIQ was added to the SUV line-up as the third model. In 2021, the all-electric ENYAQ iV SUV joined the family, and the new KUSHAQ made its debut in India. Overall, SUVs made up 45% of ŠKODA's global production in 2021. In 2020, the KAROQ was ŠKODA's bestselling SUV and the brand's second most delivered model after the OCTAVIA. More than half a million KAROQs have rolled off the production line since 2017. ŠKODA currently sells the compact SUV in 60 countries around the globe.

Numerous awards from international trade media

The KAROQ also appeals to international trade media. In its first year of sales in 2017, it received various accolades from leading automotive magazines in Germany, ŠKODA's largest single market. It was awarded the 'Golden Steering Wheel' by *Auto Bild* for the best small SUV and won the 'AUTONIS' award for the best new design among compact SUVs from *auto motor und sport*. The KAROQ also fought off the competition to pick up the 'Auto Trophy' award for being the best import SUV up to €25,000 from *Auto Zeitung* in 2017, 2018 and 2019. In 2018, readers of the *auto motor und sport* magazine voted it the best compact import SUV and off-road vehicle. It was also crowned 'Car of the Year' in the Czech Republic and in Greece, and claimed the title 'SUV of the Year' in Bulgaria. In the UK, it was a winner at 'The Fleet News Awards'. From 2019 to 2021, the German trade magazine *firmenauto* named the KAROQ 'Company Car of the Year' in the compact SUV and crossover category. In addition to being voted 'Best Family SUV' by the British *What Car?* magazine in 2021, the KAROQ also secured two awards in Russia, where it won *Autoreview's* 'Car of the Year' and the *Za Rulyom Grand Prix* 'Best Compact 4x4 Crossover'.



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Page 2 of 2

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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 important growth markets such as India or 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; has additional production capacity 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.