



**ŠKODA**  
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# PRESS RELEASE

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## ‘Hidden Faces’ series on ŠKODA Storyboard: the people behind ŠKODA Design

- › The ŠKODA Storyboard platform presents a series of articles on design professions, including digital modellers and vehicle lighting designers
- › The content on the ŠKODA Storyboard is freely available to the media and fans of the brand without needing to register

Mladá Boleslav, 19 April 2022 – Designing a new ŠKODA model goes far beyond developing the body and interior and involves employees from many departments working together. On the ŠKODA Storyboard, the ‘Hidden Faces’ series presents how their work shapes the current ŠKODA design in various ways.

The series comprises seven articles with exclusive photographs and takes readers behind the scenes of the ŠKODA Design department, where user interface designers, headlight designers and modellers work out of the spotlight. They design virtual models using digital technologies and build models from clay. Experts responsible for presentations and logistics are introduced alongside teams and specialists who select colours and materials for the interior. In addition, the series presents specialists who coordinate the cooperation or purchase tools for the department, which mostly works on top-secret models.

Oliver Stefani, Head of ŠKODA Design, emphasises: “Every member of our team plays a significant role in creating the distinctive look of our vehicles and the emotions they evoke. I am delighted that fans of the brand will be able to learn more about our department’s diverse activities through the ‘Hidden Faces’ series.”

The ŠKODA Storyboard features the latest information and exciting background reports on the Czech car manufacturer for media representatives and fans of the brand. The articles reveal the stories behind the various models and offer exciting insights into the company’s production and technical development departments, among others. All content can be downloaded free of charge without needing to register. All the latest press releases from ŠKODA AUTO are also posted in the Media Room.

### Further information:

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## Media images:



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Martin Bogner, Head of Modelling and Digitalisation at ŠKODA Design, emphasises: "Physical models are still tremendously important for us. There is no substitute for being able to touch the models with your hands to get a feel for the haptics."

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Source: ŠKODA AUTO



### **'Hidden Faces' series on ŠKODA Storyboard: the people behind ŠKODA Design**

Petr Nevřela leads the exterior lighting design team.

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Source: ŠKODA AUTO

## **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.