



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

Page 1 of 2

The new ŠKODA FABIA receives Red Dot Award for exceptional product design

- › ŠKODA FABIA wins Red Dot Award for the third time after 2008 and 2015
- › 17th Red Dot Award in total for a ŠKODA model
- › Sporty exterior and spacious interior impress the jury
- › International experts evaluate multiple criteria, including functionality, ergonomics and durability

Mladá Boleslav, 3 May 2022 – Hat-trick for the ŠKODA FABIA: the Czech carmaker's popular entry-level model has won the renowned Red Dot Award for outstanding product design for the third time after receiving it in 2008 and 2015. This puts the fourth-generation FABIA on a par with the brand's iconic OCTAVIA. ŠKODA vehicles have now won 17 awards in the product design category of the renowned design competition. The international jury was impressed by the FABIA's striking design, spaciousness and balanced package overall.

Oliver Stefani, Head of ŠKODA Design, says: "Winning the Red Dot Award for the new FABIA is a very special honour and wonderful confirmation of our work. I would like to thank the entire team, who strive to develop our models' product identity with great dedication and enthusiasm every day. For over ten years now, our cars have regularly impressed the internationally renowned jury members with their emotive design, generous space, practicality and excellent value for money - an attractive package all-round that our customers also appreciate."

Offering the most space in its segment, the fourth-generation ŠKODA FABIA also scores points for its emotive design and athletic proportions. The angular front headlights, which come with LED technology as standard, extend to the ŠKODA grille. Just like the LED rear lights, they feature crystalline structures inspired by Bohemian glass art. Another tribute to the FABIA's country of origin appears on the front doors, with bodylines stylising the characteristic triangle of the Czech flag.

In their summary, the expert jury of the Red Dot Award emphasised: "The FABIA conveys a sporty yet likeable impression through its exterior design. The interior has a surprisingly generous feeling of spaciousness." The symmetrically designed instrument panel along with the free-standing central display and horizontal decorative trim emphasise the width of the interior and enhance the FABIA's ample space.

48 design experts from 23 countries judge entries

The Red Dot Award is one of the world's best-known and most prestigious design competitions. 48 jury members from 23 nations, including professors, designers, journalists and consultants, independently evaluated each entry based on numerous criteria, including standard of innovation, functionality, ergonomics, durability and environmental friendliness. In 2022, the Red Dot, which is an internationally recognised seal of quality product design, will be presented for the 67th time. The official award ceremony will be held at the Red Dot Gala on 20 June 2022 in Essen/Germany.

The fourth-generation FABIA has secured this coveted seal of quality for ŠKODA for the 17th time. The Czech automaker's first Red Dot Award was received for the OCTAVIA COMBI II in 2006. Following four more Red Dot Awards in the Brand and Communication Design category,



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

Page 2 of 2

ŠKODA AUTO also won the prize in the Interface & User Experience category for the first time last year for the MyŠKODA smartphone app and the digital design system ŠKODA Flow.

An overview of all ŠKODA vehicles awarded the Red Dot to date

2022 ŠKODA FABIA IV
2021 ŠKODA ENYAQ iV
2020 ŠKODA OCTAVIA IV and ŠKODA KAMIQ GT
2019 ŠKODA SCALA
2018 ŠKODA KAROQ
2017 ŠKODA KODIAQ and ŠKODA OCTAVIA COMBI III
2016 ŠKODA SUPERB III
2015 ŠKODA FABIA III
2014 ŠKODA RAPID SPACEBACK
2013 ŠKODA RAPID
2010 ŠKODA SUPERB II und ŠKODA YETI
2008 ŠKODA FABIA II
2007 ŠKODA ROOMSTER
2006 ŠKODA OCTAVIA COMBI II

Further information:

Christian Heubner
Head of Product Communications
T +420 730 862 420
christian.heubner@skoda-auto.cz

Michaela Sklenářová
Spokesperson Product Communications
michaela.sklenarova@skoda-auto.cz

Media images:



ŠKODA FABIA receives Red Dot Award for exceptional product design

Hat-trick for the ŠKODA FABIA: the Czech automaker's popular entry-level model has received the prestigious Red Dot Award for outstanding product design for the third time after winning it in 2008 and 2015.

[Download](#)

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.