



**ŠKODA**  
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## ŠKODA AUTO: Passionate commitment to ice hockey since 1992

- › ŠKODA AUTO has been a partner of the Ice Hockey World Championship since 1992 and has been the tournament's main sponsor since 1993
- › ŠKODA Design has designed trophies for the tournament's MVP since 2018
- › New all-electric ENYAQ COUPÉ RS iV is an integral part of the vehicle fleet at this year's Ice Hockey World Championship in Helsinki and Tampere

Mladá Boleslav, 19 May 2022 – ŠKODA AUTO is once again the main sponsor of this year's IIHF Ice Hockey World Championship in Finland. This year marks 30 years of partnership with this international sports event. ŠKODA cars and the Ice Hockey World Championship have been affiliated since 1992, and a year later the Czech manufacturer became the event's main sponsor. Since then, the brand logo has featured prominently in the arenas and at the venues, and ŠKODA also regularly provides a fleet of vehicles to the organisers. In addition, the crystal trophy designed by ŠKODA Design for the Most Valuable Player has become one of the tournament's trademarks.

ŠKODA AUTO became a partner of the Ice Hockey World Championship in 1992 when the event was staged in Prague and Bratislava while the two countries were still part of Czechoslovakia. A year later, the Czech car manufacturer became the main sponsor of the Ice Hockey World Championship and broadened its commitment; the brand logo appeared in the centre circle and on the players' jerseys. The first official cars to feature in the championship were the ŠKODA FAVORIT and FORMAN at the 1993 tournament in Munich. Since then, ŠKODA AUTO has benefited from the great public interest and reach of the international sporting event to present its new models to an international audience.

In 1996, ŠKODA presented the first modern generation of its bestseller, the OCTAVIA, during the Ice Hockey World Championship in Vienna, and in 2008, fans were able to catch their first glimpse of the second-generation SUPERB in the Canadian cities of Quebec and Halifax. Commercials for the model started airing on television at the same time. In 2019, ŠKODA AUTO made its electric debut at the Ice Hockey World Championship in Slovakia, presenting the SUPERB iV and the CITIGO<sup>e</sup> iV.

### 2022 Ice Hockey World Championship – ENYAQ COUPÉ RS iV is the star of the fleet

As part of its engagement, which was recognised in 2017 as the Guinness World Record for the longest main sponsorship in the history of World Sports Championships, ŠKODA AUTO is providing 45 vehicles to the Ice Hockey World Championship organisers this year. The fleet boasts 15 ENYAQ COUPÉ RS iVs. With a system output of 220 kW, this is the most powerful ŠKODA production model ever built. The fleet also includes 30 vehicles from the SUPERB iV model series with plug-in hybrid drive and the KODIAQ SUV.

### Crystal trophies designed by ŠKODA Design for the tournament's Most Valuable Player

Since 2018, ŠKODA AUTO's Design department has designed the glass trophy for the tournament's MVP. The cut of the trophy is inspired by skate marks on the ice and combines the dynamics of ice hockey with the Czech car manufacturer's current, emotive design language.



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This year is no exception – the unique trophy will be presented to the MVP on the last day of the tournament at the award ceremony.

## Social media, ŠKODA storyboard and IIHF app

The car manufacturer has exclusive content for ice hockey fans on its official social media channels and the ŠKODA Storyboard. Among other topics, they will find an overview of the [30-year partnership between ŠKODA AUTO and the IIHF Ice Hockey World Championship](#). ŠKODA AUTO will again be supporting the Ice Hockey World Championship as a sponsor of the official IIHF 2022 Championship App. It keeps fans up to date with the latest scores and the action on the ice and is available to download free from the Google Play Store or the App Store.

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## Media images:



### ŠKODA AUTO: Passionate commitment to ice hockey since 1992

ŠKODA AUTO became a partner of the 1992 Ice Hockey World Championship, which took place in what was then Czechoslovakia.

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Source: ŠKODA AUTO



### ŠKODA AUTO: Passionate commitment to ice hockey since 1992

The carmaker became the main partner a year later. The first official cars of the championship were the ŠKODA FAVORIT and FORMAN.

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Source: ŠKODA AUTO



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## ŠKODA AUTO: Passionate commitment to ice hockey since 1992

The logo with a winged arrow in the centre circle of the rink has become a symbol of the partnership. The photo was taken at the 1994 championship.

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Source: ŠKODA AUTO



## ŠKODA AUTO: Passionate commitment to ice hockey since 1992

ŠKODA AUTO's strong partnership with the IIHF Ice Hockey World Championship entered the Guinness Book of World Records as the longest partnership of its kind in the history of sport back in 2017.

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Source: ŠKODA AUTO



## ŠKODA AUTO: Passionate commitment to ice hockey since 1992

ŠKODA Design has been creating the first trophy for the championship's MVP in 2018.

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## ŠKODA AUTO: Passionate commitment to ice hockey since 1992

The fleet of vehicles for the tournament organizers also includes 15 ENYAQ COUPÉ RS iV. With a system output of 220 kW, it is ŠKODA's most powerful production model ever built.

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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.