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ŠKODA AUTO participates in 'European Diversity Month' and presents Diversity Strategy 2030

- › ŠKODA AUTO supports and promotes diversity and inclusion in all areas of the company
- › Cultural diversity, tolerance and equality are key success factors in achieving corporate goals
- › European Diversity Month: ŠKODA AUTO promotes numerous initiatives and activities in May

Mladá Boleslav, 31 May 2022 – The European Union once again chose May as 'European Diversity Month' to promote inclusion and diversity in everyday life and in the workplace. The aim of the initiative is to raise awareness of how important diversity and inclusion are in society and at work. As a signatory to the Czech Diversity Charter, ŠKODA AUTO actively promotes tolerance, equal opportunities, cultural diversity and respectful collaboration. The car manufacturer has firmly anchored its commitment to diversity and inclusion in its **NEXT LEVEL – ŠKODA STRATEGY 2030** and has specified additional measures in its new **Diversity Strategy 2030**.

Maren Gräf, ŠKODA AUTO Board Member for People & Culture, emphasises: "Gender, ethnic origin, social background, religion, ideology, sexual orientation and age all play a significant role in how we see ourselves. To succeed in the future, it is vital to be aware of and promote individual diversity. The evidence is clear that more diverse teams achieve better results and are more innovative. We aim to lead the way in this regard, which is why we have made diversity and inclusion central to our **NEXT LEVEL – ŠKODA STRATEGY 2030**. We advocate a working environment characterised by openness, tolerance and mutual respect, which allows everyone to participate according to their individual talents and abilities and to enjoy working at the company. One thing is clear: each person's uniqueness forms the basis of ŠKODA AUTO's diversity! Our goal is to be even more open, warm-hearted and colourful – simply diverse!"

To mark the European Union's [European Diversity Month](#), ŠKODA AUTO has been organising numerous activities over recent weeks under the banner 'Each of us is unique! Diversity is what unites us'. The aim is to raise awareness of the importance of diversity and inclusion in the workplace and everyday life. The programme included events such as the workshop 'Parents as signposts in the digital world' in cooperation with [Czechitas](#), as well as online meetings geared towards mothers on parental leave. There were also Diversity Community Meet Ups with invitations extended to supporters and ambassadors of diversity and inclusion. Meetings with prominent figures such as Lenka Králová, ambassador of the [Trans*parent](#) association, and Dita Formánková, founder of the Czechitas organisation and initiator of the FUN & RUN event against homophobia in partnership with [Prague Pride](#), rounded off the programme.

ŠKODA AUTO presents its Diversity Strategy 2030

Supporting the [NEXT LEVEL – ŠKODA STRATEGY 2030](#), the Czech car manufacturer will soon be presenting its Diversity Strategy 2030. The content is guided by society's changing expectations of forward-looking employers and clear objectives to be achieved in the areas of diversity and inclusion by the end of the decade. The company thus emphatically underlines its commitment to diversity, equal opportunities and tolerance as key factors in the successful implementation of its



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ambitious strategic corporate goals. ŠKODA AUTO provides a detailed insight into its progress in terms of diversity and inclusion in the [Diversity Report 2021](#).

ŠKODA AUTO's Diversity Strategy 2030 covers a range of key areas. Among other things, the company advocates **a balanced gender ratio among its employees as well as equal opportunities**. By 2030, the company aims for one in four [management positions to be held by a woman](#). In its diversity strategy, ŠKODA AUTO has also pledged to actively **support and promote Employee Resource Groups (ERGs)**. These groups bring together employees who share, for example, sexual orientation, geographical origin or ethnic background. Examples include the groups 'ŠKODA Proud' or 'Internationals@ŠKODA', where any of the car manufacturer's staff can help their colleagues from abroad to settle in quickly once they start working for ŠKODA AUTO.

The diversity strategy also focuses on supporting employees in the LGBT+ community, measures for colleagues with physical disabilities, improving intergenerational collaboration and family-friendly policies. In addition, it also includes the Role Model Programme and advocates prejudice-free cooperation in an international working environment.

Partnerships for greater diversity

As one of the largest private-sector employers in the Czech Republic, ŠKODA AUTO supports various initiatives to promote diversity and inclusion. The car manufacturer has also been a signatory to the Czech and European Diversity Charters since 2019. Moreover, the company works closely with [CSR Europe](#)'s largest partner, Business for Society, and collaborates with the national coordinator of the Czech version of the Diversity Charter.

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Video and media images:



Video: ŠKODA AUTO: Diversity and inclusion anchored strategy

ŠKODA AUTO staff from a wide range of backgrounds tell their personal stories in the employee video 'My story'. Maren Gräf, ŠKODA AUTO Board Member for People & Culture and Karsten Schnake, ŠKODA AUTO Board Member for Purchasing also talk about what they appreciate about ŠKODA's international and diverse culture.

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ŠKODA AUTO: Diversity and inclusion anchored in corporate strategy

ŠKODA AUTO supports the establishment of Employee Resource Groups (ERGs). The employee initiative 'ŠKODA Proud', for example, is committed to promoting equality, raising awareness of LGBT+ issues.

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Source: ŠKODA AUTO



ŠKODA AUTO: Diversity and inclusion anchored in corporate strategy

For the second time, the ŠKODA Diversity Team invited everyone interested in the topic of diversity to the 'Diversity Community Meet Up' on 17 May at the ŠKODA Museum. In the picture: (from right): Christian Schenk, ŠKODA AUTO Board Member for Finance and IT, Jan Kotík, Diversity Specialist.

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ŠKODA AUTO: Diversity and inclusion anchored in corporate strategy

For the first time, ŠKODA AUTO hosted an interview on topics relating to the transgender community as part of the 'Diversity Community Meet Up'. Transgender ambassador, IT developer and YouTuber Lenka Králová (right) provided detailed answers to questions from Martina Zimmermann, Diversity Coordinator at ŠKODA AUTO (left).

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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.