



**ŠKODA**  
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## ŠKODA AUTO unveils new brand identity and accelerates e-campaign

- › New design language, new logo and comprehensive corporate identity update
- › ŠKODA VISION 7S concept study gives specific preview of an entirely new e-model
- › Accelerated e-campaign: Three new models as early as 2026, more to follow
- › ŠKODA AUTO to invest a further €5.6 billion in e-mobility and €700 million in digitalisation over next five years

Mladá Boleslav, 30 August 2022 – ŠKODA AUTO is presenting its new brand identity as part of the NEXT LEVEL – ŠKODA STRATEGY 2030. The focus is on a new design language, a new logo and comprehensively updating the corporate identity (CI). In addition, the Czech car manufacturer is accelerating and expanding its e-campaign: ŠKODA AUTO is going to have three new all-electric models on the market as early as 2026, with more to follow. The VISION 7S concept study provides a specific preview of one of these models. The all-electric share of the ŠKODA brand's European vehicle sales will rise to over 70% by 2030. To support this, the Czech car manufacturer will be investing a further €5.6 billion in e-mobility and €700 million in digitalisation over the next five years.

ŠKODA AUTO CEO Klaus Zellmer emphasises: "Today is a very special day in ŠKODA AUTO's history: We're unveiling our new brand identity, including a new logo and CI update. With the VISION 7S concept study, we're giving a specific preview of an entirely new ŠKODA model that will round off the top end of our product portfolio and customer base. Also, we're significantly accelerating our e-campaign and will be launching three additional all-electric models already by 2026, with more in the pipeline. This will put us in an even stronger position for the decade of transformation. In addition, we'll be investing a total of €5.6 billion in e-mobility and a further €700 million in digitalisation over the next five years, thus securing the future viability of the company and jobs."

Martin Jahn, ŠKODA AUTO Board Member for Sales and Marketing, adds: "Through our new brand identity, we're getting ready for the electric future and clearly positioning ŠKODA among the external competition while at the same time distinguishing ourselves even more clearly from the other brands in the Volkswagen Group. The VISION 7S is the forerunner of our new design language that we'll be rolling out across the entire product portfolio over the coming years. We'll also be using it to sharpen our customer appeal; with the new styling, we are taking the brand to the next level and aligning it to our customers' new needs and expectations, particularly regarding user experience (UX), connectivity and the entire customer journey."

### Accelerated e-campaign: Three new models already by 2026, more to follow

The Czech carmaker is significantly accelerating its e-campaign and will be launching three more all-electric models as early as 2026. Besides a small car, there are plans for a compact SUV and a seven-seater for families. The VISION 7S concept study, with its range of over 600 kilometres and peak charging rate of 200 kW, offers a specific preview of the seven-seater electric SUV. ŠKODA AUTO is aiming for a share of all-electric models in Europe of over 70% by 2030. During the transition phase to e-mobility, the brand is strengthening its product portfolio of highly efficient



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combustion engines and will be unveiling the new-generation SUPERB and KODIAQ in the second half of next year. The refreshed OCTAVIA will follow in 2024.

## **ŠKODA VISION 7S: Seven-seater SUV based on the MEB with a 600+ km range**

The VISION 7S provides the first specific preview of an all-new ŠKODA model and at the same time showcases the brand's new design language. The all-electric SUV offers generous space for up to seven passengers and numerous Simply Clever details, rounding off the top end of the carmaker's product portfolio and customer base. The concept study is based on the Volkswagen Group's Modular Electrification Kit (MEB) and has an 89 kWh battery. This delivers a maximum range of over 600 kilometres in the WLTP cycle.

## **New design language, new logo and corporate identity update**

ŠKODA AUTO has created a new design language for the electric and digital age, which will gradually be rolled out starting next year. It is defined by clear, reduced lines that emphasise the simplicity and value of ŠKODA's new models. Characteristic elements of the new design language include the new front end with a so-called Tech-Deck Face and sustainable materials in the interior.

The new brand logo no longer uses sculptural 3D graphics. This is ŠKODA's response to a growing shift in marketing activities from print to online. The CI has also been substantially revised; in terms of colour, ŠKODA AUTO will now be using two different green hues – Emerald and Electric Green, which represent ecology, sustainability and electromobility.

## **Ambitious sustainability targets along the entire value chain**

ŠKODA AUTO is a strong advocate of sustainability along the entire value chain. For example, the company is committed to using electricity from renewable sources. In Mladá Boleslav, producing batteries directly at the plant ensures short transport distances, with the carmaker using two electric trucks for this purpose. From 2030, the Czech and Indian plants will be manufacturing cars with net-zero emissions. The Vrchlabí plant is leading the way; the site has already been CO<sub>2</sub>-neutral since 2020.

ŠKODA is also committed to sustainability in its products: An ENYAQ iV uses 13 kilograms of recycled plastics recovered from end-of-life battery cases and bumpers. The recycling rate for steel used in the body is 40%, while the aluminium recycling rate is as high as 60%. The side windows are made of 20% recycled glass. In the interior, the ENYAQ iV also offers seat covers made of 40% virgin wool and 60% recycled PET bottles.

At the same time, ŠKODA AUTO has enlisted the support of a Sustainability Advisory Council to implement its ambitious sustainability goals. The five internationally experienced members provide new impetus and suggestions for current and future measures related to sustainability. This way, they promote a more versatile dialogue on sustainability topics between the car manufacturer and its stakeholders.



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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 and North Africa.
- › currently offers its customers twelve 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 capacities 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.