



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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ŠKODA Explore More: Pictures on the ŠKODA Storyboard

- › ŠKODA AUTO presented its new brand identity and new VISION 7S concept car in Prague today to an audience of 450 international guests
- › Photos of the event can now be downloaded from the [ŠKODA storyboard](#)

Mladá Boleslav, 30 August 2021 – ŠKODA AUTO today gave a specific outlook on the company's development over the coming years. ŠKODA AUTO CEO Klaus Zellmer, ŠKODA Board Member for Sales and Marketing Martin Jahn and the ŠKODA Design team led by Chief Designer Oliver Stefani presented the brand's new design language, new logo and comprehensive corporate identity update to 450 international guests. The car manufacturer also unveiled its new VISION 7S concept car.

In addition to the [press kit](#), [pictures of the event](#) can now be downloaded from the ŠKODA Storyboard. The recording of the ŠKODA Explore More event can be found [here](#).

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Media images:



ŠKODA Explore More: Pictures on the ŠKODA Storyboard

ŠKODA AUTO CEO Klaus Zellmer at the ŠKODA Explore More event today in Prague.

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Source: ŠKODA AUTO



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ŠKODA AUTO CEO Klaus Zellmer and ŠKODA AUTO Board Member for Sales and Marketing Martin Jahn at the ŠKODA Explore More event today in Prague.

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Source: ŠKODA AUTO



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ŠKODA AUTO CEO Klaus Zellmer and Chief Designer Oliver Stefani at the ŠKODA Explore More event in Prague today.

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Source: ŠKODA AUTO



ŠKODA Explore More: Pictures on the ŠKODA Storyboard

The new ŠKODA VISION 7S concept car at the car manufacturer's Explore More event in Prague today.

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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 and 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 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.