

New Škoda design language: robust, authentic and rugged

- › **Next-level Škoda design combines robustness, functionality and authenticity**
- › **Future BEV models embody modern simplicity, delightful practicality and honest design**
- › **Vision 7S concept previews specific exterior and interior design elements**

Mladá Boleslav, 25 April 2023 – Škoda Auto is marking its move into electric mobility with a new design language for its upcoming BEV models. Called Modern Solid, it combines robustness, functionality and authenticity to create vehicles that embody modern simplicity, delightful practicality and honest design. The seven-seater concept car previews specific exterior and interior design elements of Škoda's future all-electric models.

Design conveys safety and strength, with a functional interior

To arrive at Modern Solid, the Škoda Design team led by Oliver Stefani reinterpreted traditional Škoda hallmarks, boldly breaking new ground. The future minimalist and functional exterior design conveys a sense of safety and strength. In addition, the upcoming BEV models will be very aerodynamic to optimise the vehicles' efficiency. This saves energy and increases range. In the interior, the new design language offers spacious, contemporary designs marked by superb functionality and intuitive controls.

The Vision 7S – preview of Modern Solid design language

The Vision 7S, a seven-seater concept car first presented in August 2022, provides the first concrete glimpses of the striking new design language that will characterize Škoda's future BEV models. The next-level Škoda design combines robustness, functionality and authenticity.

Škoda has placed great emphasis on optimising ease of use. The menu structure for vehicle and infotainment functions in the seven-seater has been further simplified. The central, free-standing touchscreen and the six buttons enabling direct access to specific menus make for an ideal balance between physical and digital controls. Everything has been designed to make the user experience as simple and intuitive as possible. Below the direct access buttons in the centre console there are three large rotary controls. The redesigned steering wheel features a new Škoda wordmark in the centre.

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Škoda Auto

- › is successfully steering 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 more e-models.
- › is emerging as the leading European brand in important growth markets like India and North Africa.
- › currently offers its customers 12 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 731,000 vehicles to customers around the world in 2022.
- › has been a member of the Volkswagen Group, one of the most successful vehicle manufacturers in the world, for 30 years.
- › independently manufactures and develops not only vehicles but also components like engines and transmissions in association with the Group.
- › operates at three sites in the Czech Republic and 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.