

Czech Prime Minister Petr Fiala visits the future Škoda car production plant in Vietnam

- › Petr Fiala, the Prime Minister of the Czech Republic, visits Škoda car production plant in Vietnam to see the ongoing construction of the assembly line hall
- › First deliveries of imported European models are expected as early as June, local CKD production for 2024
- › Vietnam as gateway to ASEAN countries: Škoda Auto takes on strategic leadership role in the Volkswagen Brand Group Volume in the ASEAN region

Mladá Boleslav, 23 April 2023 – Czech Prime Minister Petr Fiala visited the future Škoda car production plant located in the Vietnamese province of Quảng Ninh. During the visit, the Prime Minister met with Martin Jahn, Škoda Auto Board member for Sales and Marketing, and representatives of the brand and its local partner, Thanh Cong Motor Vietnam (TC Motor), as well as Vietnamese President Võ Văn Thưởng and the country's Prime Minister Phạm Minh Chính. The purpose of the official visit was to show the Czech politician's support for the carmaker's business operations in Vietnam. Škoda is taking on a strategic leadership role for the Volkswagen Brand Group Volume in the ASEAN countries, with Vietnam playing a key role as a strategic gateway. The aim is to maximise the Group's growth potential in the region, which is economically highly attractive.

Martin Jahn, Škoda Auto Board Member for Sales and Marketing, says: "The cooperation with a local partner in Vietnam marks a milestone in Škoda Auto's internationalisation strategy: The market entry paves the way to accessing further markets in the ASEAN region. To be able to leverage the enormous sales potential as quickly as possible, we have already begun working intensively on the development of the sales network there: We are establishing the first partner dealerships, starting in Hanoi, followed by Da Nang and Ho Chi Minh City, and we'll be importing the first vehicles from Europe as early as June."

Vietnam as a gateway to the ASEAN region

The Czech carmaker is taking an important step in its internationalisation strategy with the construction of a TC Motor-invested and owned production plant in the Vietnamese province of Quảng Ninh. Vietnam represents a strategic gateway for the company to the dynamic ASEAN markets and the larger Indo-Pacific region: ASEAN is currently the fastest-growing region in the world, with some countries' strong economies growing by up to 8% annually. The projected volume of sales for 2030 is also high, at more than 4.5 million vehicles.

The visit by Czech Prime Minister Petr Fiala sends a strong signal that the expansion plans of the Czech carmaker are backed by the highest level of government. The Prime Minister assured the company's local representatives of his support. High-ranking government representatives and representatives of the Vietnamese partner company, TC Motor, also

took the opportunity to inform the guests about the plans for the future of Vietnamese-Czech collaboration.

Škoda Auto's entry into the Vietnamese market allows the company to benefit from synergies offered by the geographical proximity to India: Local production of the made-in-India Kushaq and Slavia model series from CKD (completely knocked-down) format will begin as early as 2024 at the new plant in Quảng Ninh province.

Sales activities in the market are set to commence in just a few months: Local partner TC Motor will start selling the first European models this summer, with initial dealerships planned in the metropolitan areas of Hanoi and Ho Chi Minh City, as well as one of Vietnam's biggest cities, Da Nang. The medium- to long-term aim is to expand the Škoda Auto dealer network to more than 50 partners, especially since the sales potential looks promising: The brand foresees annual sales of 30,000 units in the medium term, with that figure rising to over 40,000 units after 2030.

Starting in 2023, the Czech car manufacturer plans to gradually import the Karoq and Kodiaq model series from Europe, followed by the Octavia and Superb in 2024. In addition, the all-electric Enyaq iV will expand the local model range in the future. All of these vehicles will arrive fully built-up from Europe.

[Škoda's website](#) is now also accessible to Vietnamese customers, tailored to their needs and the local market. Designed in line with the new corporate identity (CI), the clear website provides information on upcoming releases, products and planned customer events.

Škoda Auto has Group responsibility in the region

Škoda Auto already has Group responsibility in India as part of the India 2.0 project. This responsibility is set to increase significantly with the company's entry into the Vietnamese market. The Czech carmaker has been tasked with strategically leading the Volkswagen Brand Group Volume in the ASEAN region and developing a regional strategy for these important growth markets. The aim is to establish Škoda as a strong brand at the local level and ensure profitable long-term growth in the volume segment. Given Škoda Auto's responsibility for the global development of the current MQB A0 platform, Vietnam and the ASEAN region represent an important customer base for Škoda products utilising this platform.

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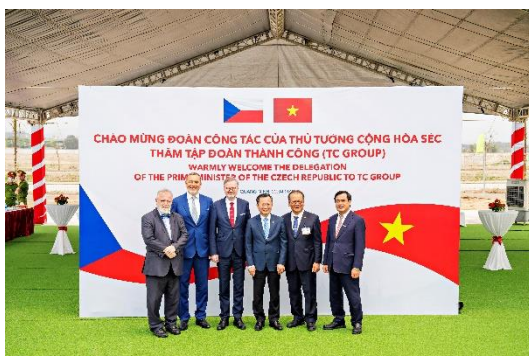
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Pictures for press release:



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From left: Hynek Kmoníček, Ambassador of the Czech Republic in Vietnam, Martin Jahn, Škoda Auto Board Member for Sales and Marketing, Petr Fiala, Prime Minister of the Czech Republic, Cao Tường Huy, Quang Ninh's Acting Chairman of Provincial People's Committee. Thái Xuân Dũng, Ambassador of Vietnam in the Czech Republic and Nguyễn Anh Tuấn, Chairman of Thanh Cong Group

Source: Škoda Auto



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From left: Petr Fiala, Prime Minister of the Czech Republic, Cao Tường Huy, Quang Ninh's Acting Chairman of Provincial People's Committee, Nguyễn Anh Tuấn, Chairman of Thanh Cong Group and Martin Jahn, Škoda Auto Board Member for Sales and Marketing

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From left: Nguyễn Anh Tuấn, Chairman of Thanh Cong Group, Martin Jahn, Škoda Auto Board Member for Sales and Marketing, Petr Fiala, Prime Minister of the Czech Republic and Cao Tường Huy, Quang Ninh's Acting Chairman of Provincial People's Committee,

Source: Škoda Auto

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, Superb, 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 part 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.