

## 'Most Valuable Player' Trophy at the 2023 IIHF Ice Hockey World Championship made by Škoda Design team

- › **Latvian goaltender Arturs Silovs voted 'Most Valuable Player' of the 2023 IIHF Ice Hockey World Championship after the gold medal game yesterday in Tampere**
- › **As the Official Main Sponsor of the event, the Czech carmaker once again had a visible presence in and around the arenas and presented its new brand identity**
- › **Since 2018, the crystal MVP trophies have been designed by Škoda Design team members**

**Mladá Boleslav, 29 May 2023 – Canada secured the top spot at the 2023 IIHF Ice Hockey World Championship yesterday in the Finnish city of Tampere. In front of 10,470 fans, the team triumphed 5:2 over Germany in the thrilling gold medal game. Afterwards, Škoda Auto Board Member for Sales and Marketing, Martin Jahn presented the MVP trophy for the best player of the entire tournament to Latvian goaltender Arturs Silovs. The trophy made from Czech crystal was once again created by Škoda Design team.**

**Martin Jahn, Škoda Auto Board Member for Sales and Marketing, says:** "Ice hockey and Škoda have been an ideal match for over three decades. That's precisely why we wanted to support the IIHF Ice Hockey World Championship again this year as the Official Main Sponsor. Furthermore, we particularly enjoyed being close to the fans in the arenas. We are delighted that they could experience many thrilling moments at the heart of the action, aligning seamlessly with our brand claim, 'Let's explore'."

### **MVP presented with trophy made from Bohemian crystal**

With a clear 5:2 victory over Germany, Canada came out on top yesterday at the 2023 IIHF Ice Hockey World Championship. The Czech team secured 8th place in the tournament, which was held from 12 May to 28 May 2023 in the Finnish city of Tampere and the Latvian capital Riga. Latvian goaltender Arturts Silovs was presented with the award for 'Most Valuable Player' of the tournament after the gold medal game by Škoda Auto Board Member for Sales and Marketing, Martin Jahn.

The design and finish of the MVP trophy created by Peter Olah, Head of Interior Design at Škoda Auto, evokes skating tracks on the ice. Measuring 35 cm in height, 22 cm in width and weighing 5 kg, the trophy was first blown into the desired shape and then intricately cut and finished. Its design combines the harmonious proportions and the distinctively drawn lines of Škoda's current models with the dynamism of ice hockey. One of the country's oldest industries, glassmaking in the region has a longstanding tradition of excellence and is based on the skills, experience and training of glassmakers to be able to create attractive and elegant products and discover new processes and techniques.

**Sponsorship extended by another four years, new brand identity displayed in the arenas**  
Škoda Auto has supported the IIHF Ice Hockey World Championship since 1992, initially as a mobility partner and then just one year later also as the Official Main Sponsor. Last summer, this partnership was extended for at least another four years. As such, Škoda Auto again provided the tournament organisers with a vehicle fleet; 45 mainly electric vehicles bearing the logos of Škoda Auto and the 2023 IIHF Ice Hockey World Championship met all mobility needs. Spectators also got to experience a variety of different models in the arenas. Throughout the event, the Czech carmaker also presented its new brand identity, including a completely redesigned wordmark and picture mark, in and around the arenas.

**Experience even more with Škodaverse and the 2023 IIHF App powered by Škoda**  
Škodaverse virtual 3D reality gave fans the chance to get even closer to the 2023 IIHF Ice Hockey World Championship action. Under the banner 'Explore the Action', it offered an exciting array of features: entertaining games, interactions with other fans using customisable Škoda avatars, an NFT gallery and much more. As in previous years, Škoda also supported the IIHF App, which gave ice hockey enthusiasts access to key information on the tournament, such as scores and statistics, as well as a live ticker with goal alerts.

#### Contact

**Tomáš Kotera**

Head of Corporate and Internal  
Communication

T +420 326 811 773

[tomas.kotera@skoda-auto.cz](mailto:tomas.kotera@skoda-auto.cz)

**Simona Novotná**

Spokesperson for Sales, Finance  
and International Markets

T +420 734 299 135

[simona.novotna@skoda-auto.cz](mailto:simona.novotna@skoda-auto.cz)

Media images



**Made by Škoda Design: Trophy for the 'Most Valuable Player' at the 2023 IIHF Ice Hockey World Championship**

Following the gold medal game in Tampere, Latvian goaltender Arturs Silovs was voted 'Most Valuable Player'. He was presented with the spectacular MVP trophy by Škoda Auto Board Member for Sales and Marketing, Martin Jahn

Source: Škoda Auto



**Made by Škoda Design: Trophy for the 'Most Valuable Player' at the 2023 IIHF Ice Hockey World Championship**

Škoda Design has been responsible for designing the trophy for the tournament's MVP since 2018. Like the brand's current models, the MVP trophy is characterised by clearly defined surfaces, harmonious proportions and distinctively drawn lines.

Source: Škoda Auto



**Made by Škoda Design: Trophy for the 'Most Valuable Player' at the 2023 IIHF Ice Hockey World Championship**

Peter Olah, Head of Interior Design at Škoda Auto, took his inspiration for the design from skating tracks on the ice.

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 731,000 vehicles to customers around the world in 2022.
- › 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 MEB battery systems, engines and transmissions in association with the Group.
- › operates at three sites in the Czech Republic; has additional production capacity in China, Slovakia and India primarily through Group partnerships, as well as in Ukraine with a local partner.
- › employs over 40,000 people globally and is active in over 100 markets.