

Celebrating each person's uniqueness: Škoda Auto presents the Škoda Enyaq Coupé Respectline

- › The unique design of the Škoda Enyaq Coupé Respectline celebrates diversity, equity, fairness and inclusion, which are Škoda Auto's core values
- › The eye-catching electric car will be on show at various events throughout the summer
- › Equity, diversity and human rights issues are addressed in Škoda Auto's Next Level – Škoda Strategy 2030 as well as the Diversity Strategy 2030

Mladá Boleslav, 5 June 2023 – Škoda Auto presents the Škoda Enyaq Coupé Respectline. The vehicle showcases a unique exterior and interior design to highlight the importance of protecting human rights and fostering respect for all people and the environment. Its purpose is to promote the equitable and fair treatment of everyone, regardless of ethnicity, nationality, age, gender, religion, sexual orientation, gender identity or other characteristics. The Škoda Enyaq Coupé Respectline was created collaboratively by Škoda Auto employees from across the company and will be making its first public appearance at the Czech Philharmonic Orchestra's Open Air concert on 21 June. It will also be featured at the Pride Business Forum and the Prague Pride Festival and other summer events at home and abroad.

Martina Zimmermann, Expert Coordinator Diversity at Škoda Auto, said, "The topics of equity, diversity and inclusion are increasingly in the spotlight, which is important news for individuals and society as a whole. Having respect for one another and for each person's uniqueness is the prerequisite for mutual understanding. And this leads to many other positive values, be they in interpersonal relationships, corporate culture, or even in improving the performance of individual teams or entire companies. It's great that we have managed to incorporate these values into the Škoda Enyaq Coupé Respectline in collaboration with colleagues from other departments, and I hope that its message will reach as many people as possible."

Petr Kavrentzis, Expert Coordinator for Press Cars at Škoda Auto, adds, "The concept of using a car to celebrate diversity arose last year when I came up with the idea of giving the illuminated Crystal Face mask the colours of the rainbow, and this photo became a symbol of diversity for us back in 2022. At Škoda Auto, we managed to complete the Respectline design in a record three months, but our work has not stopped there. Promoting human rights is a continuous process and as such takes persistence. So we are already now thinking about our next steps in this area."

Stefan Webelhorst, Designer Colours & Trim at Škoda Auto, explains, “Working on this project combines social and creative responsibility. The powerful image of the rainbow as a symbol of diversity is interpreted through Škoda Auto’s design values. The exterior styling emphasises the central idea of diversity through a colourful prism. Its merging triangles visually highlight the sharp angles of the Škoda Enyaq Coupé while the geometric shapes flow across the car body, creating the impression of speed and movement. To reflect the car’s ethos in the interior, colour and materials were deliberately kept subtle, yet they still send a strong message. This includes graphical embossing on the seats, the crystal-cut Respectline logo on the steering wheel, rainbow ambient lighting and contemporary matt paint on the decors.”

Škoda Enyaq Coupé Respectline: colourful inside and out

Škoda Auto employees from many departments, including Technical Development, Production and People & Culture, were involved in designing the car, while the Communications team coordinated the entire project. The base is an all-electric production Škoda Enyaq Coupé, which has been enhanced with a striking colour scheme and distinctive interior design details.

The original white colour, symbolising the unity of all life on earth, has been overlaid with coloured elements to create a colour transition in countless shades – just as colourful and boundless as life itself. Rainbow hues are also featured in the back-lit Crystal Face mask; the vertical slats and horizontal line of the mask are illuminated by 131 white and multicoloured LEDs.

The headlights with advanced Matrix-LED technology and Top LED taillights create a spectacular welcome effect. Created in collaboration with the Design Department, the Respectline logo is featured on the car’s exterior and interior. For example, on the seats or on the steering wheel, where a crystal with the Respectline logo from the traditional Czech glass company Preciosa is set.

The Škoda Enyaq Coupé Respectline will be debuting at the Czech Philharmonic’s Open Air concert on 21 June 2023. Visitors to the Pride Business Forum and the Czech-German Chamber of Commerce and Industry’s Summer Festival can also look forward to seeing this unique car in June, while in August the rainbow electric car will be accompanying the entire Prague Pride Festival, held from 7 to 13 August. The unique designed car will also be taking part in other events both at home and abroad.

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Media images



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Source: Škoda Auto



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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 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 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 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.