

Changes in Škoda Auto Communications: Tom Drechsler succeeds Ariane Kilian

Mladá Boleslav, 26 June 2023 – Tom Drechsler will be taking over the management of Škoda's Communication department as of 1 July. Until March 2023 he served as Editor-in-Chief of AUTO BILD and Managing Director of the AUTO BILD Group. He succeeds Ariane Kilian, an experienced journalist and communications manager, who will be temporarily leaving the Volkswagen Group for personal reasons.

Klaus Zellmer, Škoda Auto CEO, commented, "Ariane Kilian has had a profound impact on Škoda's Communication strategy, leading innovative campaigns such as our electric offensive through Explore More and Let's Explore and establishing a forward-oriented positioning for our brand. Her expertise, creativity, and dedication to Škoda have set a high bar in our industry. I respect and understand her decision to prioritise her personal life now. At the same time, I am delighted that we have secured a seasoned automotive and communication expert in Tom Drechsler to continue our path forward."

Ariane Kilian expressed her gratitude saying, "I would like to thank Klaus Zellmer for his trust and our fruitful collaboration. I have full confidence that Tom Drechsler will continue to strengthen Škoda's position in the era of electromobility. He will be backed by a strong and motivated communication team. My heartfelt thanks go out to my team and the entire Škoda family for the time I have spent in the Czech Republic!"

Kilian assumed her position in June 2022 when Klaus Zellmer took over as CEO of Škoda Auto. A trained journalist, she has been part of the Volkswagen Group since 2006, following her roles at Burda Publishing House, Frankfurter Rundschau, and as a press representative in the German Bundestag. She was at the helm of the Volkswagen Group's Internal Communications, as well as the Volkswagen Group's Components Communications and the Board's Technical Communications, where she made significant contributions to the internal and external communication of the Group's shift to electromobility and battery cell production.

Tom Drechsler is set to take over the leadership of Škoda Auto Communications on 1 July 2023. The accomplished journalist began his career in Lüneburg before joining Axel Springer Publishing in 1991. Drechsler held various key roles, such as BILD's political editor and deputy Editor-in-Chief of BILD am SONNTAG. From August 2017 to February 2023, he led AUTO BILD as Editor-in-Chief and Managing Director, spearheading automotive topics across all BILD Group titles.

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Media images



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Source: Philipp Bögle



Ariane Kilian, former Head of Škoda Auto Communications

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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, 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 at three sites in the Czech Republic; has additional production capacities in China, Slovakia and India primarily through Group partnerships, as well as in Ukraine with a local partner.
- › employs more than 40,000 people globally and operates in over 100 markets.