

Spotlight on e-mobility: Celebrating the 20th anniversary of Škoda Auto's partnership with Tour de France

- › **Since 2004, Škoda Auto has been the official main partner and vehicle provider to the Tour de France**
- › **The Mladá Boleslav-based carmaker will be supplying the race organisers with more than 200 electrified support vehicles**
- › **Enyaq Sportline iV will lead the peloton as the command vehicle of Race Director Christian Prudhomme**
- › **Close collaboration with the Tour de France Femmes avec Zwift will continue**
- › **Interview with Christian Prudhomme and the Director's driver is attached to this press release**

Mladá Boleslav, 28. June 2023 – This year marks the 20th anniversary of the close collaboration between Škoda Auto as the official main partner and the Tour de France, the world's most famous cycling race. Fans will see the Czech support cars along the route and on TV worldwide. The fleet of 209 vehicles is almost completely electrified; 207 cars have hybrid or all-electric drives. Race director Christian Prudhomme will be leading the peloton in an all-electric Enyaq for the third consecutive year.

Martin Jahn, Škoda Auto Board Member for Sales and Marketing, said, "We're delighted to be celebrating two decades of partnership with the prestigious Tour de France. We've created lots of exciting content for our We Love Cycling platform, and we'll be giving fans the chance to win professional bicycles and original Green Jerseys autographed by the racers. At the same time, we'll be showcasing our modern model portfolio, ideal for our active contemporary explorers and underscoring our commitment to a green electric future."

209-Vehicle support fleet gears up for 21 stages and five mountain range crossings

The 110th Tour de France will start in the Basque city of Bilbao on 1 July. The competitors can look forward to 21 stages, taking them over all five French mountain ranges. To mark the 20th anniversary of the partnership, Škoda Auto has some surprises in store for the racers and spectators for the final stage, arriving on the Champs Élysées on 23 July. The details will be disclosed soon. As the official main partner, the Czech car manufacturer is providing the organisers of the Tour de France with 209 support vehicles, 207 of which have hybrid or all-electric drivetrains. The Race Director will head the peloton in the Red Car – a specially modified all-electric Enyaq Sportline iV: It has six aerials, a flag holder, a special horn, advertising banners, five radio circuits and a sunroof. VIP guests will be able to enjoy the

action on the track in a Superb L&K. Additionally, Škoda Auto will be sponsoring the Green Jersey again, awarded to the race's top sprinter. Trophies designed by Škoda will be presented to the overall and points classification winners.

Stories on social media and in the online magazine We Love Cycling

To mark the 20th anniversary of Škoda Auto's partnership, cycling race fans around the world can delve into the history of the Tour de France and its evolution and can relive significant moments in the online magazine [We Love Cycling](#). The magazine is also hosting a four-round competition, giving fans the chance to win professional bicycles and original Green Jerseys autographed by the racers. Additionally, Škoda Auto is collaborating with the British cyclist Cameron Jeffers. Enthusiasts can follow him on social media for an exclusive look behind-the-scenes.

Škoda Auto returns as the main partner of the Tour de France Femmes avec Zwift

Once the Škoda support vehicles have accompanied the Tour de France peloton to the finish line, the baton will be passed to the women competing in the second year of Tour de France Femmes avec Zwift. From 23 to 30 July, they will cover 956 kilometres across eight stages. Having supported last year's inaugural race, Škoda Auto is returning as the event's main partner this year.

Supporting cycling takes Škoda Auto back to its roots

Besides the Tour de France, Škoda Auto also supports other significant cycling events like Vuelta a España and the amateur competition L'Etape. Škoda Auto is symbolically pedalling full circle in a fitting tribute to its founders, Václav Laurin and Václav Klement, who started out manufacturing bicycles in 1895 and launched their first car a decade later.

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Media image



Celebrating the 20th anniversary of Škoda Auto's partnership with Tour de France, the spotlight shines on electromobility

Race director Christian Prudhomme will be travelling in an all-electric Enyaq Sportline. The car has been modified for this special occasion. It has six aerials, a flag holder, a special horn, advertising banners, five radio circuits and a sunroof.

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.