

Success story: Debut of first Superb models back in the 1930s – the modern-day Superb entered the scene in 2001

- › The fourth generation builds on the Superb's longstanding tradition as the Škoda brand's standard bearer
- › The predecessors of the modern Superb generations were produced by Škoda in the 1930s and 1940s
- › The first modern generation of the Škoda Superb rolled off the production lines in 2001, followed by the second generation in 2008 and the third in 2015, with more than 1,560,000 cars sold of all generations combined
- › The Superb has won numerous awards and head-to-heads in many tests since 2001

Mladá Boleslav, 21 July 2023 – The success story of the modern-day Škoda Superb began in 2001 – more than 50 years after the original Superb, which was produced between 1934 and 1949. To date, more than 1,560,000 units of the Superb have been delivered to customers worldwide, and the Superb and Superb Combi estate have won numerous international awards from renowned European car magazines.

First Superb models in the 1930s

The forerunner of today's Superb models was the luxurious Škoda 640 Superb. It was launched in 1934 and at 5.50 metres in length offered plenty of space for up to eight people. It was powered by a six-cylinder engine with a displacement of 2,492 cm³ and a power output of 40.5 kW (55 hp). From 1936, this elegant, dynamic and comfortable premium vehicle bore the name Superb. In 1938 Škoda launched its new 3000 OHV engine with a displacement of 3,137 cm³ and an output of 62.6 kW (85 hp). This straight-six engine was more efficient owing to its new design concept with overhead valves (OHV). Unlike many competitor models, it already came with a modern 12 V electrical system.

The Superb 3000 OHV was available as a classic notchback saloon, as a semi-convertible with fixed window frames and as a limousine with a glass partition between the front and rear seats. From 1939 to 1940, the company produced about 10 eight-cylinder Superb 4000 cars. One of these rare cars is part of the Škoda Museum's collection. From 1935 until the end of production in 1949, a total of 2,500 units of all versions were built.

New edition in 2001

In 2001, Škoda revived the Superb model series after a 52-year hiatus. The brand has used it as its flagship model ever since. By 2008, around 137,000 units of the first modern Superb generation had rolled off the production line. It marked the introduction of many technical innovations at Škoda, such as the bi-xenon headlights with headlight washing system, the automatic Tiptronic transmission and the Coming Home function. The new Superb won

head-to-head and group tests as well as numerous prestigious awards from the international media, including being named “Best Import Car” by German car magazine “Auto Bild”.

Second generation with innovative Twindoor and the first estate version

In 2008, Škoda presented the second generation of the Superb, the first to come with optional all-wheel drive and, from 2009, also as a particularly spacious Combi estate. The hatchback version of the Superb featured an innovative Twindoor, a large tailgate whose rear section could be opened separately like a conventional boot lid. The Superb thus combined the advantages of a notchback saloon with a separate boot and those of a hatchback with a large, wide-opening tailgate creating an easy-to-load, variable luggage compartment. By 2015, the second Superb generation had found 618,000 buyers and, like its predecessor, collected a bevy of international awards. British car magazine Top Gear named it “Luxury Car of the Year” in 2009, and in 2012 it won the title of “Best Import Car” in its category in the “Best Cars” readers’ poll by German car magazine “auto motor und sport”.

Third generation with further innovations and first Škoda plug-in hybrid model

The third Superb generation has been on the market since February 2015, with the Combi estate version following a few months later. It offers occupants and their luggage even more room and comfort along with innovative assistance systems and is more sustainable than all previous generations. This Superb was the first Škoda to be equipped with the optional Dynamic Chassis Control (DCC), a parking assistant and a 3-zone Climatronic system. In April 2017, Škoda passed the milestone of one million modern-era Superb vehicles produced. Since the 2019 model update, there has also been a Superb iV, the first Škoda plug-in hybrid model. By the end of May 2023, Škoda had delivered a total of 805,000 vehicles of the third Superb generation to customers. It has also won a range of prestigious awards. In 2016, for example, the car received the renowned Red Dot Award for outstanding product design. To date, more than 1,560,000 Superbs of all generations have been sold worldwide.

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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 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, Enyaq Coupé, 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.