

## Škoda Auto returns as official partner of Prague Pride Festival

- › Festival spotlighted key topics empowering LGBT+ people
- › Škoda employees, including the Škoda Proud network, took part for the second time
- › The Czech carmaker showcased the unique Škoda Enyaq Coupé Respectline promoting diversity, fairness and inclusion

Mladá Boleslav, 14 August 2023 – For the second consecutive year, Škoda Auto was once again the official partner of the Prague Pride Festival, celebrating diversity and focusing on the issues and needs of LGBT+ people through an array of activities and a rich cultural programme. Among the highlights was the Rainbow Parade, accompanied by the unique all-electric Škoda Enyaq Coupé Respectline. Through this partnership, the Czech car manufacturer underlines its commitment to respect, equal opportunities and diversity.

Škoda Auto CEO, Klaus Zellmer, emphasises, “Prague Pride Festival, as a milestone event for diversity and inclusion, is a lively and positive setting for us to demonstrate our values at Škoda Auto. For Škoda, it’s clear that diverse teams deliver better results, reflect the entire society, hence ultimately represent our customer base. Promoting these values internally makes us a better employer. I hope that by joining the Rainbow Parade with the gorgeous, all-electric Škoda Enyaq Coupé Respectline, we can continue inspiring people to actively support diversity in their own surroundings.”

Škoda Auto Board Member for People & Culture, Maren Gräf, adds, “At Škoda, we collectively advocate for a working environment that thrives on mutual respect, trust, and understanding. The diversity of our workforce is our strength. People can only truly realise their full potential in a respectful and supportive environment. That’s why promoting diversity across all areas with many measures and initiatives is part of our cultural DNA. With our commitment to Prague Pride Festival, we are taking a clear stand against intolerance and discrimination.”

### Škoda Auto supports Prague Pride Festival as an official partner

Prague Pride Festival’s vibrant programme encompassed over 100 conferences, events, performances, and concerts celebrating diversity and championing equality for LGBT+ people. First held in 2011, this year’s festival focused on traditions and how they affect the lives of queer people.

As the official partner of the Prague Pride Festival, Škoda Auto emphasises its commitment to the core values of respect, equitable opportunities, and diversity – advocating these values

across society. Members of the automaker's Škoda Proud network were joined by many other colleagues at the festival.

### **Škoda Enyaq Coupé Respectline as a part of Rainbow Parade**

The all-electric Škoda Enyaq Coupé Respectline was an impressive sight on Střelecký Island, floating on a pontoon on the Vltava River as part of the Pride Village.

This unique vehicle also accompanied the Rainbow Parade. Its exterior and interior design underscore the importance of human rights and respect for all people, nature, and everything that surrounds us. Its original white bodywork, symbolising the unity of all life on Earth, has been enhanced with colourful elements, transitioning through countless rainbow hues as vibrant and boundless as life itself. These are echoed in other details and throughout the interior. After the festival, the Škoda Enyaq Coupé Respectline will feature at other events in the Czech Republic and abroad.

### **Diversity embedded in corporate strategy**

Škoda Auto has firmly anchored its commitment to diversity and inclusion in its Next Level – Škoda Strategy 2030 and Diversity Strategy 2030. The Czech carmaker provides its workforce with a working environment characterised by equitable opportunities, understanding, openness, acceptance, and mutual respect. A comprehensive overview of projects, initiatives and measures in this regard can be found in Škoda Auto's current Diversity Report.

A key pillar of the Diversity Strategy 2030 is employee engagement, facilitated, for example, through employee networks. These are open to all colleagues who share the values and beliefs of the respective network, such as a focus on empowering LGBT+ people, offering a space to connect and exchange views on various topics. One example is the Škoda Proud network, which is open to all employees and dedicated to fostering an inclusive work environment – along with Škoda Auto, the entire Volkswagen Group and other LGBT+ organisations. Škoda Proud regularly arranges meetings, presentations, workshops, and excursions to events like the Prague Pride Festival.

Since 2019, the car manufacturer has been one of the signatories of the European Diversity Charter. Over 12,800 companies and organisations across Europe support this employer initiative for the sustainable promotion of diversity and inclusion in businesses and the workplace. In addition, Škoda Auto joined the Czech Pride Business Forum initiative in 2021, which supports LGBT+ diversity in companies through building mutual respect and understanding.

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Media images



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Source: Škoda Auto



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With its one-of-a-kind design, the Škoda Enyaq Coupé Respectline stands as a symbol of uniqueness and diversity. Its appearance at the Prague Pride festival attracted significant attention, showcasing the appeal of this all-electric SUV.

Source: Škoda Auto



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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 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.