

## History: Tracing the Škoda Superb from its 1930s origins to its successful modern generations

- › The model designation 'Superb' has a long tradition of denoting the Czech car manufacturer's range topper
- › Building on this legacy, each modern generation of the Superb has epitomised engineering excellence since 2001
- › Showcasing a wide array of innovative features and further design refinements, the fourth modern Superb generation embodies Škoda's rich heritage

**Mladá Boleslav, 2 November 2023** – The first generation of the modern Škoda Superb was launched in 2001 – nearly seven decades after the original Superb's debut in 1934. To date, more than 1,600,000 units have rolled off the production lines. Both the hatchback and Combi estate model variants have clinched numerous international accolades and awards from renowned car magazines over the years.

### **The forerunner: First landmark Superb models in the 1930s**

The predecessor to today's Superb models was the comfortable, quiet and responsive Škoda 640 Superb. It was launched in 1934 and, at 5,500 mm in length offered ample room for up to seven people. By the time the historic Superb went into series production, Škoda had already produced several premium models. However, the Superb was innovative in many ways, featuring an advanced central tube frame with independent wheel suspension, and the onboard wiring worked with a then completely new 12 V system, which is still used in cars today. The model was powered by a six-cylinder engine with a displacement of 2,492 cm<sup>3</sup> and an output of 40.5 kW (55 hp). Four years later, in 1938, Škoda launched its new 3000 OHV straight-six engine with a displacement of 3,137 cm<sup>3</sup>. It provided an output of 62.6 kW (85 hp) and was more efficient owing to its new concept with overhead valves (OHV). The Superb 3000 OHV was available as a classic notchback saloon, a limited-edition convertible and a limousine with a glass partition between the front and rear seats. Between 1939 and 1940, Škoda produced twelve Superb 4000s with eight-cylinder engines. One of these rare models is now a focal point for visitors at the Škoda Museum in Mladá Boleslav. From 1935 to 1949, Škoda built a total of 2,500 units across all versions of the first Superb generation.

### **2001: A revived legacy**

More than 50 years later, Škoda relaunched the Superb. Unveiled at the Frankfurt Motor Show in September 2001, the first modern-generation Superb has been the brand's flagship ICE model ever since. By 2008, around 137,000 units had rolled off the production line. The Superb was the first Škoda model to feature several technical innovations back then, such as bi-xenon headlights, automatic Tiptronic transmission and the Coming Home function, which kept the dipped headlights on for a short time after the doors closed. Garnering numerous

accolades, it was also dubbed the 'Best Import Car' by the German trade magazine 'Auto Bild'.

**2008: Curtain-up for the second modern generation**

In 2008, Škoda presented the second generation of the modern Superb, the first to offer optional all-wheel drive. The hatchback featured an innovative Twindoor, a sizable tailgate designed to open either partially, like a traditional boot lid, or fully. Thus, the Superb combined the advantages of a notchback saloon – with a separate boot – and a hatchback. From 2009, the Czech automaker expanded the series to include a particularly spacious Combi estate. By 2015, the second Superb generation had found 618,000 buyers and outperformed its predecessor in terms of sales figures. The second generation also won a host of international awards. British car magazine 'Top Gear' named it 'Luxury Car of the Year' in 2009, and, in 2012, it claimed the title of 'Best Import Car' in its category in the 'Best Cars' readers' poll by the German car magazine 'auto motor und sport'.

**2015: Ushering in a hybrid era**

Launched in February 2015 with the Combi estate following soon after, the third iteration of the modern Superb is built on the Volkswagen Group's MQB platform. Once again equipped with state-of-the-art technologies, it was the first Škoda model to feature a DCC Adaptive Chassis, tri-zone climate control, and pioneering assistance systems like Traffic Jam Assist and Emergency Assist. Adaptive Cruise Control, Lane Assist and Travel Assist expanded the Superb's offerings. With the 2019 model update, the Superb iV debuted as Škoda's first plug-in hybrid model. As of now, with over 845,000 units produced, the third modern generation of the Škoda Superb is the best-selling generation of this series to date. Across all generations, more than 1,600,000 Superb models have been produced worldwide, and the fourth-generation Superb is poised to continue the flagship's success story.

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- › currently offers its customers eleven passenger-car series: the Fabia, 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.
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- › 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.
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