

Škoda's exhibition pavilion in the Autostadt revamped

- › Škoda's newly designed pavilion in Wolfsburg, Germany presents a comprehensive journey from the company's founding in 1895 to electromobility and the brand's vision for the future
- › Aligned with the brand experience, the exhibition embodies the spirit of exploration with numerous interactive elements
- › A family-focused approach, featuring a specially designed area for children

Mladá Boleslav, 13 October 2023 – The Škoda pavilion at the Autostadt in Wolfsburg, Germany, has been completely redesigned. A host of interactive elements introduce visitors to the rich heritage of Škoda, one of the world's oldest car manufacturers still active today. The exhibition also offers insights into the Czech carmaker's evolution, its strides in electromobility, and future aspirations. Initial preparations for the new exhibition concept began in January 2023.

The comprehensive makeover of the Škoda pavilion in the Autostadt is now complete. It features an array of new exhibits and a refreshed look that reflects the Czech manufacturer's updated Corporate Identity. Yet, throughout the remodelling, the exhibition has remained true to its core concept: "Ever since it opened, the Škoda pavilion has focused on both the needs of families and the expectations of the brand's fans. This is why we have incorporated interactive exhibits as well as competitions and puzzles specifically aimed at our youngest visitors," says Andrea Frydlová, Head of the Škoda Museum. A sports area allows visitors to engage in friendly competition on an exercise bike – either against a computer or against each other, using their pedal power to virtually recharge the battery of an all-electric Škoda Enyaq. The special children's section includes a climbing wall, a painting area and a crossword competition. Škoda aficionados can test their knowledge about the brand and the exhibition's content through a quiz.

Exploring Škoda's rich heritage and latest models

The exhibition showcases the history of one of the world's oldest car manufacturers still in operation and also highlights Škoda's long and successful motorsport tradition. Visitors will encounter both new Škoda vehicles and a range of mobile and digital services.

The centrepiece of the revamped exhibition is a design sculpture of a future large electric SUV model, based on the Vision 7S concept. Additionally, current models on display include the Fabia, the Scala and the Kamiq city SUV.

Spotlight on product launches and sponsored sporting events

The main exhibition is complemented by short-term special displays and events. For example, new Škoda models will be presented at the time of their launch, while Škoda-sponsored sporting events such as the Ice Hockey World Championship and the Tour de France will take centre stage at other times during the calendar. The Škoda pavilion at the Autostadt, which welcomed around 70,000 visitors in the first eight months of this year, is thus poised to attract many more fans of the brand in the future. For a closer look, the feature article on the [Škoda Storyboard](#) provides further information on the new Škoda pavilion in Autostadt.

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Media images



Škoda opens its revamped Autostadt exhibition

Škoda has unveiled its new Autostadt exhibition, showcasing a dynamic range from its historical legacy to the future of automotive innovation.

Source: Škoda Auto



Škoda opens its revamped Autostadt exhibition

Since its opening, the Škoda pavilion has been a hub for families and individual fans alike. The newly revamped exhibition now features an engaging array of interactive elements.

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.
- › effectively leverages existing potential in important growth markets such as India, North Africa, Vietnam and the ASEAN region.
- › 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.
- › independently manufactures and develops components such as MEB battery systems, engines and transmissions as part of the Volkswagen Group; these components are also used in vehicles of other Group brands.
- › 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 around 100 markets.