

Škoda releases first sketches of the refreshed Octavia

- › **Digital world premiere scheduled for 14 February**
- › **Enhancements to the bestseller: available as a hatchback and Combi estate**
- › **Comprehensive Octavia line-up to again include Sportline and RS versions**

Mladá Boleslav, 6 February 2024 – Škoda Auto has published exterior sketches of the refreshed Octavia. The fourth modern generation continues the legacy of the brand's iconic model, which has achieved over seven million sales since its launch in 1996. This latest iteration introduces a refined exterior with new headlights, redesigned bumpers, and an updated Škoda grille. The digital global premiere is set for 14 February.

Oliver Stefani, Head of Škoda Design, says: “Revitalising and evolving the design characteristics of our brand icons is both a demanding and fascinating task. For the Octavia's latest update, we have reimagined the bumpers and the Škoda grille. At the same time, we have sharpened the contours of the headlights, lending our bestseller an even more striking and sporty appearance. With this fresh look and new features, such as second-generation LED Matrix beam headlights, the Octavia will continue to captivate everyday explorers in the coming years.”

Refined optical details

Now in its fourth generation, the Octavia is set to receive its facelift four years after the start of production. The model will continue to be available as both a hatchback and Combi estate. Additionally, the refreshed series will include Sportline and RS versions. The vehicle's enhancements include advanced, second-generation LED Matrix beam headlights with a new lighting signature, designed to provide superior illumination of the road. Additionally, they now incorporate Crystallinium, a unique crystalline element that imparts a distinctive blue hue to the interior of the headlight housing, further refining the vehicle's aesthetic.

The Octavia's success story

The refreshed Octavia is poised to continue the success of the model range: More than seven million units have been delivered to customers since the first modern generation was launched in 1996. Holding the title of Europe's most popular estate car since 2016, the Octavia has earned numerous awards and accolades from the international automotive press, including the renowned Red Dot Award for outstanding product design in 2020 – the third win for the series.

Contact

Vítězslav Kodym

Head of Product Communications

+420 326 811 784

vitezslav.kodym@skoda-auto.cz

Anežka Boudná

Spokesperson Product Communications

+420 734 298 801

anezka.boudna@skoda-auto.cz

Media images



Škoda releases first sketches of the refreshed Octavia

Now in its fourth generation, the Octavia is set to receive its facelift four years after the start of production. This latest iteration introduces a refined exterior with new headlights, redesigned bumpers, and an updated Škoda grille. The model will continue to be available as both a hatchback and Combi estate.

Source: Škoda Auto



Škoda releases first sketches of the refreshed Octavia

Škoda Auto has published exterior sketches of the refreshed Octavia. The digital global premiere is set for 14 February.

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 866,000 vehicles to customers around the world in 2023.
- › 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.