

## Škoda Auto extends its sponsorship agreement with Tour de France and Tour de France Femmes avec Zwift until 2028

- › New partnership agreements signed between Škoda Auto and Tour de France organiser A.S.O. as well as La Vuelta organiser Unipublic
- › Agreements with Grand Tours La Vuelta and La Vuelta Feminina by Carrefour.es also extended until 2028
- › Total of 20 international cycling events included
- › Škoda Auto commits to enhancing the sustainability of all races, providing up to 250 all-electric and plug-in hybrid vehicles to event organisers
- › Škoda's deep connection to cycling shapes its key sponsorship initiatives

Mladá Boleslav, 29 February 2024 – Building on two decades as the Tour de France's official main partner and vehicle provider, Škoda Auto announces the extension of the partnership to 2028. The renewed agreement with Amaury Sport Organisation (A.S.O.) also encompasses the Tour de France Femmes avec Zwift as well as 18 other international cycling events, including five standalone women's races. Both partners underline their commitment to sustainability, taking steps to further electrify the vehicle fleets used across all the races.

**Klaus Zellmer, CEO of Škoda Auto**, says: "Supporting the cycling mission of the world's preeminent race organiser A.S.O. is an honour and privilege for us at Škoda Auto. After all, we started as a bicycle company almost 130 years ago, and cycling today is a passion for many of the everyday explorers who are our customers. We have been the main partner and car supplier of the Tour de France for the past 20 years, so it is only logical to now extend our relationship and support a growing portfolio of events – for men and women, professionals and amateurs. We want to help A.S.O. and the cycling community inspire people to pursue their highest personal standards of individual performance, teamwork and fairness."

**Martin Jahn, Škoda Auto Board Member for Sales and Marketing**, says: "By continuing our trustful partnership with A.S.O. and the Tour de France, Škoda Auto reaffirms its strong connection to cycling and its fans worldwide. The Tour de France is the world's most-watched cycling race. In 2023, it attracted nearly 150 million viewers in Europe alone. This exceptional visibility greatly benefits our products, offering us the opportunity to reinforce Škoda's position as a key supporter of cycling and to celebrate the heritage of our brand."

**Škoda Auto to support 20 international cycling races through 2028**

Škoda Auto remains the official main partner of both the Tour de France and the Tour de France Femmes avec Zwift until 2028. This collaboration with the sports event organisers A.S.O., Unipublic and GFR<sup>1</sup> encompasses both men's and women's cycling events, including La Vuelta in Spain, the Belgian classics La Flèche Wallonne and Liège-Bastogne-Liège and others. Under the agreements, which were signed by A.S.O. CEO Yann Le Moënner, Tour de France Director Christian Prudhomme, Media and Partnership Director Julien Goupil, Škoda Auto CEO Klaus Zellmer, and Škoda Auto Board Member for Sales and Marketing Martin Jahn, Škoda Auto and A.S.O. underline their commitment to sustainable mobility.

**Škoda Auto electrifies the vehicle fleets for all races**

Škoda Auto and A.S.O. are committed to electrifying the vehicle fleets for all races included in the agreements. Up to 250 all-electric or plug-in hybrid Škoda models will be available to event organisers across all cycling events. This year marks Škoda's 21<sup>st</sup> time supporting the Tour de France. The all-electric Enyaq and plug-in hybrid Superb will serve as the 'Red Cars' – mobile command centres for the organisers and race director Christian Prudhomme. Additionally, the Czech automaker will be sponsoring the green jersey for the points classification leader and will again craft the crystal glass trophies for the winners.

Škoda Auto's partnership continues with the Tour de France Femmes avec Zwift. Since the première event in 2022, Škoda has provided the vehicle fleet, sponsored the green jersey, and designed the trophy for the winner of the points classification.

**Experience cycling races digitally with Škoda Auto**

Expanding its involvement from live events to digital media, Škoda supports mobile apps for the Tour de France and La Vuelta. These apps provide fans with live updates, daily highlights of the races and background stories about the events. Additionally, Škoda's [WeLoveCycling.com](https://www.welovecycling.com) website offers more cycling-related content, recalling the carmaker's origins: The founders Václav Laurin and Václav Klement began the company's success story in 1895 with bicycle production in Mladá Boleslav. For this reason, cycling is a cornerstone of Škoda's sponsorship strategy.

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<sup>1</sup> Gesellschaft zur Förderung des Radsports mbH

**Events included in the sponsorship agreement:**

- Tour de France
- Tour de France Femmes avec Zwift
- La Vuelta
- La Vuelta Femenina by Carrefour.es
- Paris-Nice
- Paris-Roubaix
- Paris-Roubaix Femmes avec Zwift
- La Flèche Wallonne
- La Flèche Wallonne Femmes
- Liège-Bastogne-Liège
- Liège-Bastogne-Liège Femmes
- Critérium du Dauphiné
- Paris-Tours
- L'Etape du Tour (Amateur Race)
- Deutschland Tour
- Eschborn-Frankfurt
- Volta Ciclista a Catalunya
- Itzulia Basque Country
- Clásica San Sebastián
- Tro Bro Leon

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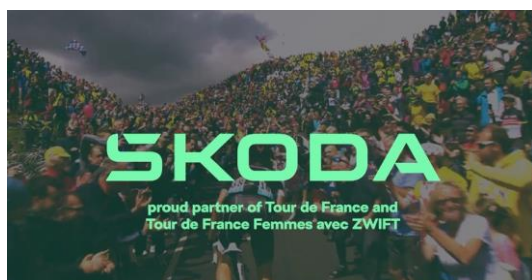
Media image and video



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Martin Jahn, Škoda Auto Board Member for Sales and Marketing (left), at an event in Paris in October 2023 alongside Christian Prudhomme (right), Director of the Tour de France and Marion Rousse, Director of the Tour de France Femmes avec ZWIFT.

Source: Škoda Auto



**Video: Škoda Auto extends sponsorship agreement with Tour de France and Tour de France Femmes avec Zwift until 2028**

This year, Škoda Auto will be supporting the world's most famous professional bicycle race, the Tour de France, for the 21<sup>st</sup> time.

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.