

## Connectivity: Improved, AI-based voice recognition and new services

- › **Enhanced user experience: AI-based ChatGPT software will extend the functionality of the Laura voice assistant**
- › **Convenient online services: Pay to Park and Pay to Fuel**

**Mladá Boleslav, 11 March 2024 – The all-new Superb will later this year integrate the AI-based ChatGPT software into its infotainment system, significantly expanding the functionality of the digital voice assistant Laura. In addition, the flagship ICE model offers extensive remote access to convenient online services using the latest version of the MyŠkoda smartphone app.**

**Martin Jahn, Škoda Auto Board Member for Sales and Marketing, says:** "The Superb delivers a high level of comfort and generous space, and comes equipped with cutting-edge assistance systems. Our range-topping ICE model has all it takes to once again be a perfect companion, particularly for managers and fleet customers. In fact, well over 50% of the units sold are used as company cars in fleets across our markets. What's more, with the enhanced plug-in hybrid drive of the new Superb iV, delivering an e-range of over 100km, we are ideally positioned to meet the growing demand in this segment. In the new Superb generation, we are taking connectivity to the next level and pursuing a 'mobile first' approach. The MyŠkoda app, featuring new functionalities and digital services like Pay to Fuel and Pay to Park, offers real added value to our customers through their mobile devices, in their vehicles, and in their daily lives."

### **Extended range of functions for Laura voice assistant**

The ChatGPT software is based on artificial intelligence (AI), enabling the digital voice assistant Laura to answer general knowledge questions, in addition to controlling the vehicle's infotainment, navigation and air conditioning systems. Thanks to AI, the range of answers to even more complex questions will continue to grow. In future, customers will be able to add interesting facts to conversations during a journey, clarify questions that come up, and access specific facts about the vehicle. In this context, ChatGPT does not gain access to any vehicle information or personal data. All interactions are subsequently deleted to ensure maximum data protection. The Superb's infotainment system will again feature Online Map Update and Online Traffic Information.

### **Numerous infotainment apps, including the new Pay to Fuel app**

The new Pay to Fuel app enables drivers to pay via the car's infotainment system at selected petrol stations. This feature is currently available in Austria, Belgium, Denmark, Germany,

Luxembourg and Switzerland. Pay to Park shows free parking spaces in the MyŠkoda app on the smartphone or, with the corresponding infotainment app, on the vehicle display. It guides the driver to the location and enables them to make the payment. Pay to Park is currently available in Austria, Belgium, Denmark, Estonia, Finland, France, Germany, Hungary, Italy, Norway, Slovenia, Spain, Sweden and Switzerland. Other available infotainment apps include Traffication, Offers and Calendar.

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## Škoda Media Room

[skoda-storyboard.com](http://skoda-storyboard.com)

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## 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.