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Press Kit Škoda Superb Combi

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The all-new Škoda Superb Combi estate: More space, more comfort, more efficiency and more safety

- › Refined flagship ICE model: distinguished new look, more advanced aerodynamics
- › More space and comfort: roomier, clean and tidy interior design featuring sustainable materials, intuitive Škoda Smart Dials and infotainment with AI-based chatbot ChatGPT
- › Wider powertrain range: premiere of mild-hybrid technology and new-generation plug-in hybrid drive with over 100 kilometres of electric range
- › More safety: innovative assistance systems, new generations of LED Matrix beam headlights and Dynamic Chassis Control (DCC Plus)

Mladá Boleslav, 11 March 2024 – Škoda's flagship ICE model enters a new generation: the all-new Superb Combi estate has seen its dimensions increased once more and presents itself with a smartly evolved look and a wide range of new technologies. Boasting a drag coefficient of c_d 0.25 and a choice of six modern powertrain variants, the flagship ICE model is more efficient than ever. Outputs range from 110 kW (150 hp) to 195 kW (265 hp). The powertrain line-up includes a plug-in-hybrid with an electric range of more than 100 kilometres and a 1.5 TSI with mild-hybrid technology, a first for the Superb.

Klaus Zellmer, Chairman of the Board of Škoda Auto, says: "Our customers are our priority, and we listened intently to their wishes while developing the next generation of our flagship model. The result is a product that delivers more value in terms of features, user experience, and comfort. The all-new Superb Combi estate not only provides additional space but also introduces new electrified powertrains. It is easier to use thanks to our new Škoda Smart Dials and a voice control system soon to be further improved through the integration of the AI chatbot ChatGPT. More extensive connectivity and new assistance systems round off this evolution to perfection."

Exterior design: LED Matrix beam headlights and details in Unique Dark Chrome

The new Superb Combi is instantly recognisable by its distinctive, octagonal radiator grille and sharply drawn LED Matrix beam headlights featuring the new Crystallinium design element. The optional LED rear lights with animated indicators feature a Coming/Leaving Home function (standard on L&K). A special visual highlight is provided by exterior details in Unique Dark Chrome, for example a new 2D logo on the bonnet and the lettering on the tailgate. With a drag coefficient of c_d 0.25 the all-new Superb Combi is the most aerodynamic Škoda estate car ever. The fine-tuning of the body design and numerous specific tweaks have helped reduce its drag coefficient by 15 per cent and added to the model's distinguished looks.

New interior with 13-inch display, a tidy centre console and +30 litres of luggage space

The interior of the Superb Combi estate features a free-standing infotainment display measuring up to 13 inches and a tidy centre console, as the selector lever has moved to the steering column. A head-up display is available as an option for the first time. The Škoda Smart Dials and the voice assistant Laura, soon to be complemented by ChatGPT, make light work of controlling numerous vehicle and infotainment functions, providing information that goes beyond the car's ecosystem. New elements include the Phone Box with inductive 15-watt fast-charging and simultaneous ventilating of a smartphone, as well as back-friendly Ergo seats with ten pneumatically controlled massage cushions. The Superb Combi estate also features the new range structure with Design Selections, themed option packages and individual options. The Superb is well equipped for long distances, with a luggage capacity of 690 litres – 30 litres more than its predecessor. Headroom has also increased.

Wider range of powertrains than ever before, even more advanced aerodynamics

The six modern, efficient powertrains also include a new-generation plug-in hybrid featured in the Superb Combi iV. The 1.5 TSI engine combines with an electric motor to provide a system output of 150 kW (204 hp) and now offers an electric range of more than 100 kilometres on the WLTP cycle. On top of that, the 1.5 TSI is also available with mild-hybrid technology – a first for the Superb. Moreover, there are also two other petrol engines as well as two diesel units on offer. Their respective top variants (195 kW/265 hp and 142 kW/193 hp) come with all-wheel drive as standard. The new Dynamic Chassis Control (DCC Plus) blends comfort and driving dynamics, while the second-generation LED Matrix beam headlights provide even better illumination of the road ahead. Both are available on the Superb for the first time.

New Superb Combi estate primed to continue the success story

The all-new Superb Combi estate, produced at the Volkswagen Group plant in the Slovak capital, Bratislava, is set to build on the success of its predecessors. Škoda first offered a Combi estate as part of the second modern Superb generation in 2009. In the model's third modern generation, this body style took off: the Combi estate had a share of around 57 per cent of a total of around 866,000 vehicles produced. In Germany, Škoda's largest single market worldwide, more than 90 per cent of all Superb vehicles delivered to customers were Combi estates. The Superb Combi has also earned its share of the numerous international awards won by the model series.

Exterior: Signature design with improved aerodynamics

- › **New design elements:** new octagonal Škoda grille, additional crystalline elements and Unique Dark Chrome accents
- › **Aerodynamic fine-tuning:** most aerodynamic Škoda estate car ever, thanks to a drag coefficient lowered by 15 per cent to 0.25
- › **More space:** Superb Combi has grown by 40 millimetres in length providing even more room for passengers and luggage

Mladá Boleslav, 11 March 2024 – Škoda Auto has further refined the design of its flagship ICE model and reinterpreted signature design elements such as the Škoda grille. The all-new Superb Combi estate also comes with second-generation LED Matrix beam headlights featuring the brand's hallmark crystalline elements, which also adorn the newly slimmed down LED tail lights. Body modifications such as a more steeply raked windscreen and a more streamlined roofline have improved aerodynamics by 15 per cent over the predecessor. Thanks to an increase in length by 40 millimetres the new Superb Combi is now also more spacious than ever.

Refined design and LED Matrix beam headlights with 36 individual light segments

The all-new Superb Combi estate now comes with a striking, new octagonal Škoda grille design. Its frame is finished in Unique Dark Chrome, just like the Škoda logo on the bonnet, the front apron's decorative trim strips and the lettering on the tailgate. The brand's hallmark crystalline elements also adorn Škoda's new flagship ICE model, for example in the slimmed-down LED tail lights. In the optional top variant, these include an animated Coming/Leaving Home function (standard on L&K). The second-generation LED Matrix beam headlights (standard on L&K) deliver even more light than their predecessors with the new Crystallinium element lending them a dash of turquoise colour for a distinctive flair. Two headlamp modules arranged side by side contain a bi-LED module for full beam and dipped beam and an inner Matrix beam module with a total of 36 light segments. The static cornering light also has a crystal-like design, and underneath, a slender LED strip serves as the position light, daytime running light and indicator, creating a distinctive light signature. An all-weather light mode takes over the role of the fog lights.

The most aerodynamic Škoda estate ever with a c_d of 0.25

With a drag coefficient of c_d 0.25, the aerodynamic efficiency of the all-new Superb Combi has improved by 15 per cent over its predecessor, making it the most aerodynamic estate car Škoda has ever developed. Modifications include a more steeply raked windscreen, a more streamlined roofline, an elongated roof spoiler with side finlets and redesigned exterior mirrors. These are complemented by aerodynamically refined wheels and a front bumper with air curtains, optimised air intakes and separation edges on the taillight and rear bumper.

An electrically operated active shutter behind the central front air intake regulates the airflow as needed to keep the engine at its ideal temperature. Another active feature is automatically adjusted front brake cooling. This takes advantage of the airflow from the radiator fan. Optimised deflectors ahead of the front wheels and upgraded underbody covers further improve the airflow under the vehicle.

Even more space and six new colours

The Superb Combi estate has grown by 40 millimetres in length and 5 millimetres in height. Luggage capacity has increased by 30 litres over the predecessor. Headroom in the interior has grown as well. Škoda offers a total of six metallic and two solid colours. Six of these colours are new: the solid colour Purity White and the metallic finishes Pebble Silver, Ebony Black, Cobalt Blue, Carmine Red and Ice Tea Yellow. Energy Blue and Graphite Grey metallic remain in the portfolio. The range of standard alloy wheels extends from the silver 16-inch Sagitta basic wheels to optional 19-inch wheels.

The dimensions of the all-new Škoda Superb Combi estate

Length [mm]	4,902 (+40)
Width [mm]	1,849 (-15)
Height [mm]	1,482 (+5)
Wheelbase [mm]	2,841
Headroom in front seats [mm]	1,049 (+7)
Headroom in rear seats [mm]	1,008 (+8)
Luggage capacity [litres]	690 (+30)

Interior: Roomier, sustainable and digital, with intuitive Škoda Smart Dials

- › **Design Selections:** new range structure adopted by the Superb model series for the first time
- › **Sustainable materials:** eco-friendly tanned leather and textiles made of recycled materials
- › **Reworked ergonomics:** tidy centre console, free-standing infotainment display measuring up to 13 inches and head-up display, available for the first time in the Superb model series
- › **New level of comfort:** three seat options, including Ergo seats with ten pneumatically controlled massage cushions

Mladá Boleslav, 11 March 2024 – A spacious, clean design and the new range structure with Design Selections define the interior of the Superb Combi estate. The free-standing infotainment display measuring up to 13 inches – a first for the Superb – immediately catches the eye, just like the intuitive Škoda Smart Dials. For the first time, customers can complement the 10-inch Virtual Cockpit with an optional head-up display. All textiles, including the headliner, contain recycled materials.

Johannes Neft, Škoda Auto Board Member for Technical Development, says: “We have closely listened to our customers and brought haptic controls back. The result is new Škoda Smart Dials, combining haptic and digital elements for even quicker, easier and more intuitive on-board operation. Bundling numerous functions, they contribute effectively to reducing driver distraction and thus enhance safety on the road.”

Three trim levels with different Design Selections

There are three trim levels available for the new Superb, each comes with different Design Selections. These are complemented by themed option packages and further individualisation possibilities. The basic Essence trim level includes the Studio Design Selection, while the Selection trim level offers the Design Selections Loft, Lounge, Suite Black and Suite Cognac. The Superb Combi L&K comes with the Design Selections Suite Black and Suite Cognac, featuring specific details such as embroidered L&K lettering.

The overall impression in the interior is dominated by the newly designed centre console. With the selector lever moved to the steering column, the new centre console adds to an enhanced sense of space. The new Phone Box, which comes as standard for the Selection trim level and above, now enables fast inductive smartphone charging at 15 watts while also ventilating the phone during the charging process.

New Škoda Smart Dials combine digital and haptic elements

The multifunctional Škoda Smart Dials have a textured surface in Unique Dark Chrome and combine haptic and digital elements for particularly easy and intuitive operation. The three dials can be turned and pressed to control various vehicle functions. Each Smart Dial also has a 32-millimetre digital display. The two outer Smart Dials for the driver and front passenger control the interior temperature, seat heating and seat ventilation. The activated function is shown on the display and changes when the control is pressed. The centre Smart Dial controls up to four functions selected by the user from the following six: infotainment volume, fan speed, air direction, smart air conditioning, driving modes or map zoom. The central Smart Dial can be configured by pressing and holding. A settings menu for configuring the central control's functions appears on the infotainment display. A short press of each knob confirms the selected functions. Any adjustments to the configured functions are made by turning each Smart Dial.

Central display measuring up to 13 inches and optional head-up display

For the first time in the Superb, the central infotainment display is a free-standing unit. A handrest makes it easy and comfortable to use the touchscreen, which measures 10 inches, or optionally 13 inches in combination with the navigation function. The menu structure offers three basic menu icons: "Home", "Car" and "App". From Selection trim level upwards, a head-up display is available as an option for the first time. It projects navigation, cruise control/predictive speed limiter, traffic sign recognition and lane assist information into the driver's field of vision. A 10-inch Virtual Cockpit comes as standard.

Three seat variants and sustainable materials

The all-new Superb Combi estate comes with three different front seat configurations. All textiles in the Superb Combi contain recycled polyester. The cognac-coloured leather is sustainably tanned using water from olive oil production.

Design Selection	Seat upholstery	Features
Studio	Fabric	<ul style="list-style-type: none"> Manually adjustable Seat heating
Loft	Fabric	<ul style="list-style-type: none"> Electric backrest adjustment Manually adjustable cushion length 4-way lumbar support Massage function with three air cushions Vertically and horizontally adjustable headrests
Lounge	Perforated Suedia	
Suite	Perforated leather	<ul style="list-style-type: none"> Ergo seats Seat memory, Smart Comfort Entry function, electrically adjustable in all directions Advanced massage function, 10 pneumatically controlled air cushions
L&K Suite		

A cup holder is integrated into the rear armrest, and from Lounge upwards there is also a tablet holder and fore/aft adjustment. A through-loading opening enables transportation of longer items. The optional Family/Business package includes rear side airbags, the Sleep package, tablet holders on the front seat backrests, a waste bin and roller blinds on the rear side windows. The 725-watt Canton Sound System (optionally available from Selection upwards, standard with L&K) has a 16-channel amplifier, a digital equaliser and twelve loudspeakers. These are complemented by a central speaker in the dashboard and a subwoofer in the space-saver spare wheel.

Ambient lighting and exterior door handle recess lighting

The ambient lighting feature comes as standard with the Lounge and Suite Design Selections, offering ten independently selectable colours: one set for the dashboard and both the front and rear door panels, and another set for the front and rear footwells plus the storage compartments in all the doors. The Superb Combi estate now comes with the KESSY Advanced function, which also adds recess lighting for the exterior door handles. This feature is available as an option from the Loft trim level upwards and standard on the L&K.

Powertrains: Six efficient engines, debut of mild-hybrid tech, improved plug-in hybrid with over 100 km of electric range

- › **Power outputs:** ranging from 110 kW (150 hp) to 195 kW (265 hp), DSG as standard, top diesel and the top petrol model come with all-wheel drive
- › **Improved plug-in hybrid:** second generation offers more than 100 kilometres of electric range
- › **Wide range of powertrains:** 1.5 TSI with mild-hybrid technology, plus two 2.0 TSI petrol engines and two 2.0 TDI diesels
- › **Well-tuned chassis:** DCC Plus adaptive chassis control for even better comfort and improved driving dynamics

Mladá Boleslav, 11 March 2024 – The new Škoda Superb Combi estate is available with six different powertrains with outputs ranging from 110 kW (150 hp) to 195 kW (265 hp). Three petrol engines, including a 1.5 TSI now benefiting from mild-hybrid technology, are joined by two diesels. The Superb Combi iV features a second-generation plug-in hybrid drive that enables an all-electric range of more than 100 kilometres as well as DC charging. All models come with DSG. All-wheel drive is standard on the top diesel and the top petrol model. The improved DCC Plus adaptive chassis control now supports an even wider range of damping characteristics.

Plug-in hybrid model with larger high-voltage battery and 1.5 TSI petrol engine

In the second-generation plug-in hybrid drive, Škoda now combines the electric motor with a 110 kW (150 hp) 1.5 TSI petrol engine, for a joint system output of 150 kW (204 hp). This power is transmitted to the front wheels via a 6-speed DSG. Another new feature is the high-voltage battery with a gross capacity of 25.7 kWh, around twice as much as in the predecessor model. As a result, the vehicle's all-electric range increases by 40 kilometres to more than 100 kilometres on the WLTP cycle. The battery can be charged from 10 to 80 per cent in 2.5 hours, with a maximum charging rate of 11 kW at domestic wallboxes and AC charging points. For DC charging, the maximum charging rate is 50 kW. (The value for the customer-relevant charging process is 40 kW, determined in accordance with DIN 70080.) Recharging the battery from 10 to 80 per cent takes just 25 minutes. The PHEV's fuel tank for the petrol engine has a capacity of 45 litres.

Three petrol engines, two diesels and DSG for all

In addition to the Superb Combi iV, three petrol engines and two diesels are available. All are mated to a 7-speed DSG. The entry-level 1.5 TSI petrol engine is the first in the model series to feature mild-hybrid technology with a closed system consisting of a 48-volt belt-driven

starter-generator and a 48-volt lithium-ion battery. The battery is located under the front passenger seat. Energy recovered during braking supports the internal combustion engine with an electric boost or allows the vehicle to coast with the engine completely switched off. In addition, ACT+ active cylinder deactivation enables the 1.5 TSI to switch off two cylinders when their power is not needed. This is imperceptible to the passengers and reduces fuel consumption. The 142 kW (193 hp) top-of-the-range diesel and the 195 kW (265 hp) petrol range-topper are equipped with all-wheel drive as standard. This distributes power between the front and rear axles as well as between the individual wheels. Up to 100 per cent of the drive torque can be directed to the rear axle and as much as 85 per cent to a single wheel. Moreover, all engines come with a 66-litre fuel tank, ensuring a long range.

DCC Plus enables superior comfort and exceptional driving dynamics

The DCC Plus adaptive chassis control system offers an outstanding blend of increased comfort and improved dynamic driving behaviour. The new system utilises two independently controlled valves per shock absorber instead of a single one. This allows the rebound and compression stages to be controlled separately. In addition, the dampers respond more quickly and extend the range of available damping characteristics. DCC Plus is available as an option for the Selection trim level and above, as part of the Drive Plus Package, and comes as standard on the Superb L&K.

The powertrain line-up for the Škoda Superb Combi estate

Engines	Power	Torque	Transmission	Drive
PHEV				
1.5 TSI iV	150 kW / 204 hp	350 Nm	6-speed DSG	Front
Petrol				
1.5 TSI mHEV	110 kW / 150 hp	250 Nm	7-speed DSG	Front
2.0 TSI	150 kW / 204 hp	320 Nm	7-speed DSG	Front
2.0 TSI	195 kW / 265 hp	400 Nm	7-speed DSG	4×4
Diesel				
2.0 TDI	110 kW / 150 hp	360 Nm	7-speed DSG	Front
2.0 TDI	142 kW / 193 hp	400 Nm	7-speed DSG	4×4

Safety: New nano sensors for more advanced and accurate assistance systems

- › **Enhanced safety:** new nano radar sensors on the front apron, plus rear radar sensors with increased range – a Škoda first
- › **New in the Superb Combi estate:** Turn Assist, Crossroad Assist, Collision Avoidance Assist and Exit Warning
- › **Improved crew protection:** up to ten airbags and a new Attention and Drowsiness Assist

Mladá Boleslav, 11 March 2024 – Škoda Auto has further enhanced the safety of its flagship ICE model with a new generation of sensors and state-of-the-art assistance systems. Turn Assist, Crossroad Assist and Collision Avoidance Assist are making their debut as part of the enhanced Front Assist, while the Travel Assist, Side Assist and Trailer Assist have all seen their scope significantly expanded. If needed, Crew Protect Assist and up to ten airbags protect the occupants.

Johannes Neft, Škoda Auto Board Member for Technical Development, says: “At Škoda Technical Development, we are always looking for ways to improve our vehicles. We pay particular attention to active and passive safety. With the new nano radar sensors, we are taking assistance systems to a new level. An extended range of functions ensures even better, more precise driver support – for added safety and therefore more comfort in all driving situations.”

New sensors and improved assistance systems ensure greater safety

For the first time ever, Škoda is using new nano radar sensors in its all-new Superb Combi estate. Positioned in the right and left corners of the front apron, they again enhance the performance of the state-of-the-art assistance systems, such as the enhanced Front Assist or the Crossroad Assist. This assistance system alerts drivers to crossing traffic, cyclists and pedestrians when driving forward to negotiate a blind exit from a driveway or side street and even brakes automatically if required. The improved multifunction camera in the windscreen now has a larger field of vision. Its images are also used by the latest version of the Turn Assist. It reacts with a warning and, if necessary, automatically activates the brakes if there is a vehicle approaching when turning in the face of oncoming traffic at a junction. The Front Assist, which now also includes Predictive Cyclist Protection, accesses images from the new camera. The nano radar sensors in the rear apron increase the range of the Side Assist, which now detects vehicles approaching from up to 90 metres behind instead of the previous 70 metres and warns of dangerous lane changes. The Exit Warning alerts drivers to traffic approaching from behind before a door is opened. It covers a range of 35 metres and an angle of 120 degrees. The new Swerve Support is active at speeds between 30 and 140 km/h

to help prevent car-to-car collisions and at 30 to 85 km/h to avoid accidents involving pedestrians or cyclists. It automatically increases the steering angle when it detects that the driver's steering response has come too late or is insufficient to avoid a collision.

Intelligent Park Assist makes parking safer and easier

With the new Intelligent Park Assist, the Superb Combi estate can park automatically in perpendicular and parallel parking spaces. The function now controls not just the steering but the speed as well. The vehicle also stops on its own if the system recognises an obstacle. Further functions will be added to the Intelligent Park Assist at a later date. Remote Trained Parking will enable drivers to initiate a previously performed and saved parking manoeuvre from outside the vehicle via the MyŠkoda app on their smartphone. With Remote Parking, they can use the MyŠkoda app on their mobile phone within a four-metre range from the vehicle. This feature enables them to automatically steer the Superb Combi estate into a row of vehicles parked parallel or perpendicular to the road and again to exit such a parking space.

Improved Travel Assist, new Attention and Drowsiness Assist, up to ten airbags

The Travel Assist offers improved visual displays of other vehicles detected nearby in the Virtual Cockpit. The Adaptive Lane Assist now also works on unmarked roads, while Adaptive Cruise Control (ACC), in conjunction with a navigation system, also anticipates bends, junctions and roundabouts. The new Attention and Drowsiness Assist replaces the previous Driver Alert system. It monitors driver behaviour, assesses the driver's potential level of fatigue and triggers visual and acoustic warnings in the Virtual Cockpit if necessary. In addition to data from the power steering, the new system now also accesses information from various vehicle control units, including Lane Assist, and detects deviations from normal steering behaviour at speeds over 10 km/h. In the event of an accident, up to ten airbags protect the occupants. Driver and front passenger airbags, a knee airbag for the driver, side airbags on the front seats, head airbags and, for the first time in this model series, a central airbag between the front seats are fitted as standard. Rear side airbags are available as an option.

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.

Simply Clever: Up to 28 intelligent features

- › **Debut:** an electrically operated load cover, a first for Škoda
- › **New elements:** display cleaner in the Jumbo Box tray and sliding rear centre armrest
- › **Updated classics:** first Simply Clever features now made from sustainable materials

Mladá Boleslav, 11 March 2024 – Simply Clever features are a core element of the Škoda brand, with new ideas constantly added to the list. In the all-new Škoda Superb Combi estate, up to 28 Simply Clever features are available, including an electrically operated load cover, marking a first for Škoda. Classics such as the ice scraper and the umbrella in the driver's door are now made of sustainable materials.

Familiar favourites and new developments

As the brand's flagship ICE model, the all-new Škoda Superb Combi estate also comes with new Simply Clever ideas. In total, up to 28 of the brand's hallmark features can be found in the new model. These range from familiar favourites such as the parking ticket clip on the A-pillar to new ideas making their debut in the all-new Superb Combi, like for example the electrically operated load cover. It protects the contents of the 690-litre luggage compartment from prying eyes at the touch of a button and makes loading and unloading easy. A new, sliding rear centre armrest with two integrated cup holders and a tablet holder is also making its debut in the Superb, while the Jumbo Box under the fold-up centre armrest contains a tray with a display cleaner. The controls also benefit from new ideas. The Heaters mode in the air-conditioning menu will later this year allow customers to activate the heating functions for the seats, steering wheel, windscreen and rear window using a single button in the infotainment display. There is now a QR code in the boot, linking users to instructional videos on how to make full use of the luggage and storage compartments.

All 28 Simply Clever features

Smart Dials ¹	Tray with dry display cleaner in the Jumbo Box ¹
Parking ticket clip	Mobile phone pockets on the backs of the front seats ¹
Ice scraper in the fuel filler flap now made from sustainable materials ¹	USB-C port in the rear-view mirror
Grip for removable sunglasses compartment ¹ , pen holder and slot for coins in the glovebox	Umbrella in the driver's door panel now made from sustainable materials ¹
Easy-open cupholder	Two cargo elements in the boot

Foldable bag hooks in the boot	Funnel integrated into the lid of the windscreen washer tank ¹
B-pillar hooks	Electronic child lock
Misfuelling prevention device	Warning triangle stored in the tailgate ¹
Backrest folding via a button in the boot	Electrically operated load cover ^{1,2}
Four lashing eyelets in the boot	Multi-purpose storage pocket under the boot cover, now with additional bag hooks ^{1,2}
High-visibility vest storage in all doors	Door-panel waste bin ²
Rear-view camera washer	Sleep package (special headrests, blanket) ²
1.5-litre bottle holder in the front and rear doors	Tablet holder on the headrest ²
Removable sunglasses compartment in the Jumbo Box ¹	Rear armrest with integrated cup/tablet holder, now adjustable lengthwise ^{1,2}

¹ new for the Superb Combi estate

² optional

History: Tracing the Škoda Superb from its 1930s origins through generations of innovation

- › **More than 1,600,000 units of the Superb manufactured to date**
- › **The “Superb” name has a long tradition as the designation of the Czech car manufacturer’s top model**
- › **The fourth modern Superb generation continues this legacy, featuring advanced technologies and an enhanced design**

Mladá Boleslav, 11 March 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 been manufactured. Over the years, both the hatchback and Combi estate body styles have garnered numerous international accolades and awards from renowned car magazines.

The forerunner: the first landmark Superb model in the 1930s

The predecessor of today’s Superb models, the Škoda 640 Superb, was launched in 1934 and offered a comfortable, quiet and responsive ride. Measuring 5,500 mm in length, it provided ample room for up to seven people. The Superb introduced several innovations, including an advanced central tube frame with independent wheel suspension. The onboard wiring worked with a then revolutionary 12-volt system, which is still used in cars today. The model was powered by a six-cylinder engine with a displacement of 2,492 cm³ and an output of 40.5 kW (55 hp).

2001: A legacy revived

After almost 70 years later, Škoda relaunched the Superb. The first modern model generation was unveiled at the Frankfurt Motor Show in September 2001, and the 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 offer such features 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. Earning widespread acclaim, the Superb was also named “Best Import Car” by German car magazine “Auto Bild”.

2008: Launch of the second modern generation

In 2008, Škoda presented the second generation of the modern Superb, the first to offer optional all-wheel drive. In 2009, the Czech automaker expanded the series to include the particularly spacious Combi estate. By 2015, the second-generation Superb had attracted 618,000 buyers, far outselling its predecessor. The second generation also won a host of international awards: British car magazine “Top Gear” named it “Luxury Car of the Year” in 2009; in 2012, it claimed the title of “Best Import Car” in its category in the “Best Cars” readers’ poll by 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 was 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 added to the Superb's capabilities. The third modern generation of the Škoda Superb has been the best-selling generation of this series to date, accounting for approximately 57 per cent of the nearly 866,000 vehicles produced. In Germany, Škoda's largest single market, over 90 per cent of all Superb vehicles delivered were Combi estates. The international awards included the 2016 Red Dot Award for exceptional product design. In 2017, readers of German car magazine "AUTO Straßenverkehr" voted the Škoda Superb Combi best import car in the 25,000 to 30,000 euro category. The 2019 update saw the debut of Škoda's first plug-in hybrid model – the Superb iV. Across all generations, more than 1,600,000 Superb models have been built worldwide, with the fourth-generation Superb poised to continue the series' legacy of success.

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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.