

Škoda Auto is the official main sponsor of the IIHF Ice Hockey World Championship for 31st time

- › Škoda Auto is supplying 45 vehicles, including the all-new Kodiaq and Superb and the upgraded fully electric Enyaq
- › The Czech automaker has been the official main sponsor of the tournament since 1993
- › The 2024 IIHF Ice Hockey World Championship takes place from 10 to 26 May in the Czech Republic

Mladá Boleslav, 7 May 2024 – Škoda Auto is the official main sponsor of the IIHF Ice Hockey World Championship for the 31st time. The car manufacturer will also serve as the official mobility provider for the event, taking place in the Czech Republic from 10 to 26 May, and will supply a fleet of 45 vehicles. This will include the new generations of the Kodiaq and the Superb Combi, as well as the all-electric Enyaq Coupé RS. These models, alongside the Enyaq Coupé Respectline, will be on show at the two championship venues in Prague and Ostrava and their surroundings. Moreover, Škoda Auto is inviting fans to put their hockey skills to the test through various activities, while also offering opportunities to engage digitally with the game experience.

Martin Jahn, Škoda Auto Board Member for Sales and Marketing, says: “The partnership between the IIHF Ice Hockey World Championship and Škoda Auto dates back to 1993, making this year’s event particularly special for us. After nine years, the competition is returning to Škoda Auto’s home country. The last tournament held here in 2015 attracted a record number of 741,000 fans. What’s more, television ratings surpassed all previous records, with more than one billion viewers tuning in worldwide. Given the importance and the enthusiasm for the national sport of the Czech Republic, we are looking forward to providing fans with an unforgettable experience, both live and digitally.”

Record-breaking partnership since 1993

Škoda Auto first supported the IIHF Ice Hockey World Championship in 1992, initially as a mobility partner. The following year, the manufacturer became the official main sponsor of the tournament – and continues to be to this day. Czech manufacturer is sponsoring the IIHF Ice Hockey World Championship for the 31st time in a row and thus holds the Guinness World Record for the longest main sponsorship in the history of a sporting world championship. This year’s tournament is taking place from 10 to 26 May in Prague and Ostrava. Throughout the matches, Škoda Auto will be displaying its brand logo in the centre circle of the rink and presenting its vehicles both in the arenas and at various locations nearby. Additionally, the car manufacturer will once again award a crystal glass trophy

designed by Škoda Design to the championship's most valuable player at the closing ceremony on 26 May.

Fast sport, dynamic fleet

Thanks to the championship fleet, the organisers will have access to a total of 45 Škoda vehicles featuring championship designs throughout the event, including the all-electric Enyaq Coupé RS, the new-generation Kodiaq, and the latest Superb Combi. Additionally, the vehicles will be displayed at various locations around the championship arenas, including the ice rinks in Prague and Ostrava.

The Enyaq Coupé Respectline will also be on show. The exceptional design of this vehicle, both inside and out, celebrates Škoda Auto's core values of diversity, equity, fairness and inclusion.

Experience the World Championship with Škoda Auto

Through the 'Game On' campaign, Škoda Auto invites ice hockey enthusiasts to share in the excitement of the world championship. The car manufacturer has set up special fan zones in both host cities, where visitors will have the chance to hone their ice hockey skills and enjoy the games with fellow fans. Additionally, they can take part in various Škoda competitions to win original Škoda jerseys and other prizes.

Škoda Auto is also the exclusive partner of the IIHF App, providing comprehensive background reports and detailed statistics on the games and the tournament. The app's integrated live ticker with a goal alert ensures that ice hockey fans can follow each match in real time from anywhere.

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Media images



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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.
- > is part of the Brand Group CORE – the organisational merger of the Volkswagen Group's volume brands – to achieve joint growth and to significantly increase the overall efficiency of the five volume brands.
- > 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 approximately 40,000 people globally and is active in around 100 markets.