

Mladá Boleslav, 14 May 2024

Press Kit Škoda Octavia

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Škoda Octavia: Refreshing the brand's best-seller

- › **Refined exterior:** visual fine-tuning and new second-generation LED Matrix beam headlights
- › **Reworked interior:** nine Design Selections, 13-inch infotainment display and additional sustainable materials
- › **Improved connectivity:** new services and enhanced user experience with AI-based voice recognition
- › **More efficient powertrains:** four petrol and two diesel engines plus mild-hybrid options
- › **Enhanced safety:** new safety and assistance systems for even more advanced active and passive safety

Mladá Boleslav, 14 May 2024 – Škoda Auto has updated the hatchback and estate versions of its iconic Octavia. With more than 7 million units sold, it is by far the brand's best-selling model. Its fourth modern generation has now been given a freshened look that includes a revised Škoda grille and new second-generation LED Matrix beam headlights. The comprehensive standard equipment offers features like a dual-zone Climatronic system or a 10-inch Digital Display (to become available later). Furthermore, the share of sustainable materials in the interior has increased. For an even more advanced in-car experience, the AI-powered chatbot ChatGPT will be integrated into the Laura voice assistant later in 2024. Additional safety and assistance systems enhance active and passive safety and a new range structure provides additional individualisation options.

Klaus Zellmer, Chairman of the Board of Škoda Auto, says: "Our customers rightly expect a lot from the Octavia and this refresh takes our best-selling model to the next level. Innovations such as a fully redesigned infotainment system, new safety assistance systems, increased use of sustainable materials and more powerful headlights make it an even better fit for everyday explorers. I'm confident our latest Octavia will surprise and delight its drivers and passengers, confirming its place as our most popular car."

Martin Jahn, Škoda Auto Board Member for Sales and Marketing, says: "The Octavia is the backbone of the Škoda brand. After four modern generations and over 7.15 million units sold, the upgraded Octavia will continue this success story. With a refined front view, new assistance systems and state of the art infotainment, including a 13-inch central display for the first time, our updated bestseller is set to maintain its position as one of the most successful models in Europe. I am convinced it will continue to impress everyday explorers – with its versatility, attractive design and excellent value for money."

New momentum for the brand's iconic model

The refresh of the fourth modern Octavia generation includes a new, upgraded design with revamped front and rear bumpers and an updated Škoda grille. Also new are the second-generation LED Matrix beam headlights, revised LED rear lights with animated indicators and new alloy wheel designs. The new range structure comprises four trim levels – Essence, Selection, Sportline and RS – and offers nine Design Selections for the interior.

In addition to new and sustainable materials for the seats, dashboard and door panels, a 10-inch Digital Display will come as standard on selected model variants. The familiar 10-inch Virtual Cockpit with enhanced functionality and the head-up display remain available. Both versions of the digital instrument cluster feature reworked graphics, as do the infotainment displays. A 13-inch infotainment display is available as an option for the first time on the Octavia, while the 10-inch infotainment display is included as standard. The updated Octavia now also features a Phone Box with more powerful 15-watt charging and ventilation and four fast-charging USB-C ports with a power output of 45 watts. The popular 15-watt USB-C port on the back of the interior mirror is standard from the Selection trim level upwards. The AI-based ChatGPT chatbot will later be integrated into the Laura voice assistant as standard, introducing a variety of new capabilities that go far beyond the previous voice commands. Intelligent Park Assist and Remote Park Assist will later also make their Octavia debuts. The engine line-up consists of two 1.5 TSI petrol engines, each also available with mild-hybrid technology, two power-boosted 2.0 TSI petrol engines and two 2.0 TDI diesels. Outputs range from 85 kW (115 hp) to 195 kW (265 hp). Moreover, Škoda Auto has further extended its comprehensive portfolio of active and passive safety features: a new Attention and Drowsiness Assist now uses a wide range of data and parameters to assess driver behaviour. In addition, the updated Octavia comes with up to 10 airbags.

Škoda's best-seller and its success story

The modern Škoda Octavia has been the Czech car maker's mainstay ever since production began 28 years ago in 1996. Its four generations to date have attracted more than seven million customers across more than 60 markets with their spaciousness, state-of-the-art technology, outstanding level of safety and excellent value for money. The Octavia Combi estate is the customer favourite, accounting for 67.1% of total sales since 2020. The most popular colours are Magic Black, Brilliant Silver and Graphite Grey. The Octavia is also highly regarded by the international media. For example, the fourth generation was a European Car of the Year finalist in 2021 and won the "Best Cars" readers' choice award for the best import car of 2024, organised by German car magazine "auto motor und sport".

Exterior: Visual fine-tuning as well as advanced headlight design and technology

- › **More dynamic look:** redesigned front and rear aprons and updated Škoda grille
- › **Better lighting output:** more powerful second-generation LED Matrix beam headlights with more advanced functionality
- › **New logos and lettering:** in line with the updated Škoda brand identity

Mladá Boleslav, 14 May 2024 – New aprons and a revised Škoda grille lend the Octavia a fresh look. The advanced, second-generation LED Matrix beam headlights with new Crystallinium elements and 36 individual matrix segments deliver even better illumination of the road ahead, while effectively shielding oncoming road users from headlight glare.

Oliver Stefani, Head of Škoda Auto Design, says: “The refreshed look of the Octavia sharpens the character of our best-seller and ensures an even more distinguished product identity. The redesigned front instantly provides an even more dynamic look, thanks to distinctive aprons and sharply drawn, striking headlights. They create a new light signature and contain two LED modules featuring the new Crystallinium element for added effect.”

New front and rear aprons and a slightly longer body

The hatchback and estate versions are available in four trim levels – Essence, Selection, Sportline and RS. The Octavia now features redesigned front and rear aprons that increase the overall length of the hatchback and the Combi estate by nine millimetres to 4,698 millimetres. The revised lower air intakes, Air Curtains and transitions to the front wheel arches on the front apron lend the car a more dynamic look. Moreover, the designers have adjusted the sides of the Škoda grille to match the height of the new headlights.

Improved and more progressive headlights and rear lights for better visibility and safety

The basic headlights now use only LED technology as standard. The second-generation LED Matrix beam headlights are available as an option for the Selection and Sportline trim levels. While the outer bi-LED module is used for the low and high beam, the inner module has 36 individual matrix segments in two rows. This makes for even better illumination, while oncoming drivers are shielded even more effectively when the high beam is switched on. Fog lights have been replaced by an all-weather function automatically adapting the light output to the respective weather conditions. The LED rear lights – included as standard – are available in two versions. The basic variant, using only LED sources for all its functions, will come with the Essence and Selection trim levels. The top version also offers an animated Coming/Leaving Home function as well as animated indicators that extend into the tailgate, along with the upper part of the C-shaped light cluster. This version will be included

as standard with the Sportline and RS models but will also be available as an option for Selection.

Exclusive colours and new wheels

New additions to the range of wheels – always made of alloy (except for the entry-level Essence model) – include aerodynamically optimised silver 16-inch Matar wheels, which come as standard with the Selection trim level. New black, glossy machined 17-inch Slagard aero wheels are available for the Octavia Sportline. Further new options include the 18-inch Lerna and the RS-specific 19-inch Elias wheels in glossy machined silver or anthracite with black Aero trims. The Octavia's colour palette comprises three solid colours and seven metallic finishes. Mamba Green is exclusive to the Sportline and RS models. Phoenix Orange is only available on the Octavia Combi.

Interior: Improved infotainment equipment and additional sustainable materials

- › **New range structure: nine interior Design Selections**
- › **More digital: new 10-inch Digital Display fitted as standard, 13-inch display available as an option for the first time, redesigned intuitive graphics**
- › **More sustainable: recycled fabrics and, for the first time in the Octavia, leather treated sustainably using coffee husks and sustainable materials for the ice scraper and umbrella**

Mladá Boleslav, 14 May 2024 – For the first time, the Octavia is available with a 13-inch central infotainment display. USB-C ports offer more charging power, now providing 45 watts. The Phone Box now also features more powerful wireless charging with a power output of 15 watts and ventilation. The 15-watt USB-C port on the back of the interior mirror remains on offer. The nine interior Design Selections of the updated Octavia are marked by a further increase in the use of sustainable materials. Reflecting Škoda's commitment to sustainability, the husks of the coffee cherry – otherwise a waste product – are used to sustainably tan the leather for the seats in the Suite Design Selection.

Karsten Schnake, Škoda Auto Board Member for Procurement, says: “With the revised Octavia, we are continuing our efforts to make our best-seller more sustainable. This is reflected in our use of recycled fabrics and sustainably treated leather, which will now be available in our most popular model for the first time. Furthermore, our classic Simply Clever features, the ice scraper and umbrella, are now also made from recycled materials.”

New displays, reworked graphics and more comprehensive equipment

The updated Octavia comes with even more comprehensive standard equipment, including a free-standing central 10-inch infotainment display and an all-new 10-inch Digital Display to replace the analogue instrument cluster. The 10-inch Digital Display will become available at a later date, while the upgraded 10-inch Virtual Cockpit remains as an option. In a first for the model series, a 13-inch central infotainment screen is available as an option. The instrument clusters and infotainment screens all feature redesigned graphics for even more intuitive ease of use.

A dual-zone Climatronic system is standard on all models, along with a new Heaters function, due to become available at a later date. This can switch on up to four in-car heating features, including the front and rear windscreens, steering wheel and seats, at the touch of a single menu button. The interior also includes a 15-watt Phone Box from the Selection trim level

upwards, offering inductive fast-charging of smartphones as well as a ventilating function. USB-C ports now deliver an output of 45 watts and thus three times more charging power than before. The upgraded KESSY keyless vehicle access system now automatically unlocks or locks the vehicle as soon as the driver enters or leaves an area within 1.5 metres of the car while carrying the key.

New upholstery and decorative trims

The updated Škoda Octavia comes with new upholstery, trim and door panel designs. Škoda uses sustainable materials in some of the nine Design Selections, which are clustered around the four trim levels Essence, Selection, Sportline and RS. Examples include recycled fabrics in the Lodge and Sportline Design Selections and sustainably treated leather in the Suite Design Selection. It is tanned using sustainable materials, including coffee husks. The ergonomic front seats of this optional Design Selection also have an AGR (Healthy Back Campaign) seal of approval as well as a ventilation and massage function. In another first for the Octavia, Unique Dark Chrome trim elements are used in the interior and on the steering wheel, which now features the new, two-dimensional Škoda logo.

The husks of the coffee cherries replace chemicals for tanning the leather seats

Reflecting Škoda’s commitment to sustainability, the husks of the coffee cherry – otherwise a waste product – are used to sustainably tan the leather for the seats in the Suite Design Selection, replacing traditional chemicals. The coffee beans come from carefully selected family farms in India and Tanzania that have been awarded the Rainforest Alliance certification. Upon arrival in the Czech Republic, the coffee beans are processed at the Jablum family roasting plant in Bezděčín, Mladá Boleslav.

Overview of the Design Selections

Trim level	Name of interior	Seats
Essence	Studio	Black fabric
Selection	Loft	Black fabric
	Lodge	Grey recycled fabric/black artificial leather
	Lounge	Black Suedia/black leather
	Suite Black	AGR certified ergonomic seats Black perforated eco leather/artificial leather
	Suite Cognac	AGR certified ergonomic seats Cognac perforated eco leather/artificial leather
Sportline	Sportline	Sports seats, recycled grey fabric/artificial leather
RS	RS Fabric	Black fabric
	RS Suedia	Black Suedia/black leather

New Simply Clever features

The revised Octavia also introduces new Simply Clever features. An optional semi-automatic retractable luggage compartment cover can be fitted to the Combi estate. This slides back when the boot is opened, ensuring easy access to the cargo area. A storage box to hold rear passengers' bags, cups and bottles is also making its debut. The optional tablet holder on the back of the front seats is now also available for the sports seats, and the ice scraper in the fuel filler flap as well as the umbrella in the front door are now made from sustainable materials. The hand brush in the dedicated front door compartment also remains part of the available equipment.

Connectivity: New services and enhanced user experience with AI-based voice recognition

- › **Improved in-car experience: always online, Functions on Demand and integration of ChatGPT into the Laura voice assistant**
- › **Updated MyŠkoda app: even better connection between car and smartphone for the new Octavia, including lock/unlock function and many other features**
- › **Convenient online services: Pay to Park, Pay to Fuel and Traffication**

Mladá Boleslav, 14 May 2024 – The new Octavia is compatible with the latest version of the MyŠkoda app and offers numerous mobile online services and infotainment apps such as Pay to Fuel and Pay to Park. The AI-powered chatbot ChatGPT will be integrated into the Laura voice assistant later in 2024 to further enhance the in-car experience.

Permanent internet connection, numerous online features and ChatGPT

The Octavia's permanent internet connection enables convenient over-the-air updates, online-based route planning and numerous services from Škoda Connect, including the Infotainment Online and Care Connect packages, which include Proactive Service and Remote Access services. The infotainment also features Weather, News, Traffication, Calendar, and Offers, while additional colours and functions for the ambient lighting will be available as Functions on Demand. The Octavia's infotainment system will again feature Online Map Update and Online Traffic Information. The AI-based ChatGPT software will be added to the digital voice assistant Laura later this year. Its capabilities will be continually enhanced, enabling Laura to answer general knowledge questions and to control the vehicle's functions even more precisely. ChatGPT does not gain access to any vehicle information or personal data. All interactions with the chatbot are subsequently deleted to ensure maximum data protection.

Features that make life easier

The new Pay to Fuel app enables drivers to pay via the car's infotainment system at selected petrol stations. This service is currently available in Austria, Belgium, Denmark, Germany, Luxembourg and Switzerland, and its network is still expanding. Another feature is Pay to Park, an application that shows free parking spaces in the MyŠkoda smartphone app or on the infotainment display, guiding customers to a parking space and enabling them to conveniently pay with a few clicks. Pay to Park is currently available in Austria, Belgium, Denmark, Estonia, Finland, France, Germany, Hungary, Italy, Norway, Slovenia, Spain, Sweden and Switzerland. The Traffication app provides drivers with up-to-date traffic information. Customers awaiting delivery of a new Škoda Octavia can follow the progress of their car's production at the click of a button using the new Track & Explore feature.

Numerous functions with the refreshed MyŠkoda app

The latest version of the MyŠkoda app features a broad range of connectivity options and a refreshed design based on the current Škoda CI. The app enables customers to lock and unlock the Octavia via their smartphone, display the vehicle's current position, activate the honk and flash function or find a parking space. Owners can use the app to access driving statistics and transfer destinations and routes to the car's infotainment system.

Powertrains: Four petrol and two diesel engines as well as two mild-hybrid options

- › **New petrol engines: two output variants of 1.5 TSI petrol engine with optional mild-hybrid technology and DSG**
- › **Better performance: more power and efficiency for the two 2.0 TSI engines**
- › **Wide range of engines: outputs ranging from 85 kW (115 hp) to 195 kW (265 hp), one all-wheel-drive variant**

Mladá Boleslav, 14 May 2024 – The Škoda Octavia is available with a range of technically advanced, efficient four-cylinder engines – four petrol units and two diesels. Power outputs range from 85 kW (115 hp) in the two entry-level variants to 195 kW (265 hp) in the Octavia RS. The 2.0 TSI with 150 kW (204 hp) is due to be launched at a later date and will come with all-wheel drive as standard.

Johannes Neft, Škoda Auto Board Member for Technical Development, says: “At Škoda, we have always aimed to offer our customers a wide range of engines. This is also the case with the refreshed Octavia, which offers exclusively four-cylinder engines, including two mild-hybrid versions for even more efficiency. Both 1.5 TSI versions are available with mild-hybrid technology when mated to an automatic DSG transmission. Both 1.5 TSI engines can also switch off two cylinders using ACT+ active cylinder deactivation to reduce fuel consumption.”

Mild hybrids for even more efficiency

The powertrain line-up of the updated Octavia starts with a 1.5 TSI petrol engine and a 2.0 TDI diesel, each with 85 kW (115 hp) of power and a manual 6-speed gearbox. The previous 81 kW three-cylinder petrol unit has been replaced by a new four-cylinder engine. Like the 1.5 TSI version with 110 kW (150 hp), the entry-level petrol engine is available with mild-hybrid technology when mated to an automatic DSG transmission. Energy recovered during braking is stored in a 48-volt lithium-ion battery, using a water-cooled 48-volt belt-driven starter-generator. This supports the internal combustion engine with a surge of electric power or allows the Octavia to coast with the engine completely switched off. When less power is required, both 1.5 TSI engines can switch off two cylinders using ACT+ to reduce fuel consumption. The turbocharger features variable turbine geometry.

Fine-tuned 2.0 TSI engines

Both 2.0 TSI engines inject fuel with a pressure of 350 bar and feature variable valve lift. Improved air intake and friction optimisation contribute to increased power output. The 150 kW (204 hp) variant with all-wheel drive as standard runs with an increased

compression ratio of 12.2:1 and is 10 kW (14 hp) more powerful than its predecessor, while the 195 kW (265 hp) engine boasts 15 kW (20 hp) more power. Both engines are also more efficient than their predecessors.

Diesel with exhaust gas treatment using the twin-dosing process

In both 2.0 TDI engines, a crankshaft drive with steel pistons efficiently reduces heat losses while at the same time increasing combustion speed. Injection pressure is 2,200 bar, while the turbocharger benefits from variable turbine geometry, which ensures optimum boost pressure over a wide rev range, resulting in a smoother power curve characteristic. The optimised exhaust gas treatment system reducing nitrogen oxide (NO_x) emissions is positioned close to the engine and uses a twin-dosing process to inject AdBlue upstream of two SCR catalytic converters arranged in series.

Engine line-up

Petrol engines					
Power	Torque [Nm]	Drive	Transmission	Acceleration 0–100 km/h [s]*	Top speed [km/h]*
1.5 TSI/85 kW (115 hp)	220	FWD	6-speed manual	10.4 (10.5)	203
1.5 TSI/85 kW (115 hp) mHEV	220	FWD	7-speed automatic	10.6 (10.7)	203
1.5 TSI/110 kW (150 hp)	250	FWD	6-speed manual	8.5 (8.6)	229 (226)
1.5 TSI/110 kW (150 hp) mHEV	250	FWD	7-speed automatic	8.5 (8.6)	229 (225)
2.0 TSI/150 kW (204 hp) (2025)	320	AWD	7-speed automatic	N/A	N/A
2.0 TSI/195 kW (265 hp)	370	FWD	7-speed automatic	N/A	N/A
Diesel engines					
Power	Torque [Nm]	Drive	Transmission	Acceleration 0–100 km/h [s]*	Top speed [km/h]*
2.0 TDI/85 kW (115 hp)	300	FWD	6-speed manual	10.4 (10.5)	214 (208)
2.0 TDI/110 kW (150 hp)	360	FWD	7-speed automatic	8.5 (8.6)	228 (225)

* Figures apply to hatchback (estate).

Safety: New safety and assistance systems for even more effective protection

- › **Enhanced driver monitoring: new Attention and Drowsiness Assist monitors driver behaviour more reliably**
- › **Easier parking: Intelligent Park Assist and Remote Park Assist for added convenience, while the Automated Emergency Brake – Pedestrian Rear detects people more precisely**
- › **Up to ten airbags: ensuring increased passenger safety**

Mladá Boleslav, 14 May 2024 – Škoda Auto has further refined the Octavia's level of active and passive safety. The new Attention and Drowsiness Assist uses an innovative algorithm to assess driver behaviour more precisely. Later this year, a new Automated Emergency Brake – Pedestrian Rear function will be introduced, which will detect people behind the car more reliably when reversing. The updated Octavia comes with up to ten airbags.

Innovative algorithm assesses driver behaviour

In the updated Octavia, Škoda has replaced Driver Alert with the Attention and Drowsiness Assist, as seen in the all-new Superb and all-new Kodiaq. The system monitors the driver's behaviour and assesses their level of drowsiness. While Driver Alert mainly analysed data from the electromechanical power steering, the Attention and Drowsiness Assist accesses information from various vehicle control units, such as the Lane Assist. It uses an innovative algorithm to recognise short-term inattention (distraction) and long-term inattention (fatigue). It detects deviations from normal steering behaviour at speeds above 65 km/h and continuously evaluates the driver's behaviour to draw conclusions about their fitness to drive. If the system concludes that the driver is fatigued, it triggers visual and audible warnings in the Virtual Cockpit at three levels: recommendation, warning and escalation. If the driver does not respond to any of the system's warnings, the Emergency Assist will pull the seatbelts and jolt the brakes. The system then triggers the warning lights, holds the lane and slows down to a complete standstill. Finally, the Emergency Assist automatically calls for help via eCall.

Convenient and safe parking

The new Intelligent Park Assist (available only with automatic transmission) enables the Octavia to enter and exit parallel and perpendicular parking spaces automatically. In addition to controlling the steering, like the Park Assist, it now also takes charge of the brakes as well as speed and direction of travel (forward and reverse). The car will also stop automatically if the system detects an obstacle. The upcoming Remote Park Assist (available only with automatic transmission) will go even further. It will allow the driver

to control Intelligent Park Assist manoeuvres remotely via the MyŠkoda app. The vehicle and smartphone communicate via Bluetooth when the user is within four metres of the Octavia. All users have to do is select the type of manoeuvre in the app and the direction in which they want to exit the parking space. The maximum speed during the manoeuvre is 9.5 km/h. The new Automated Emergency Brake – Pedestrian Rear function, which will become available at a later date, will prevent collisions when reversing by analysing the area behind the car using the rear-view camera image and braking. With Trailer Assist, the new Octavia also facilitates manoeuvring a trailer.

High level of passive safety

The Škoda Octavia is one of the safest vehicles in its class. In 2022, it successfully repeated its 5-star rating in the Euro NCAP reference test for crash safety, even under the more stringent test conditions. Up to ten airbags protect the vehicle's occupants in the event of an accident: the central airbag between the driver and front passenger and the knee airbag for the driver, along with the driver and front passenger airbags as well as front side airbags and head airbags, come as standard. Rear side airbags are available as an option.

Škoda Octavia Sportline: Even more dynamic look in combination with almost every powertrain

- › **Metallic black accents: underlining the Sportline's dynamic appearance**
- › **Specific Sportline Design Selection: recycled grey fabric, grey stitching and artificial leather**
- › **Lowered sports chassis: sports suspension and progressive steering fitted as standard**

Mladá Boleslav, 14 May 2024 – The Škoda Octavia Sportline trim level is available for two diesel and two petrol models. Its sporty look is accentuated by black metallic exterior details and a lowered suspension, while the interior is predominantly black, adding an extra dimension to the dynamic driving experience.

A wealth of black exterior details

The Sportline trim level is available in conjunction with the 1.5 TSI with 110 kW (150 hp), the 2.0 TSI with 150 kW (204 hp) and all-wheel drive, as well as the two 2.0 TDI diesels with 85 kW (115 hp) and 110 kW (150 hp). The sports suspension, lowered by 15 millimetres, and progressive steering are included as standard. The Škoda grille surround and wing mirrors are finished in Magic Black metallic and the rear side windows and rear window are more heavily tinted ("Sunset"). The window frames are finished in gloss black, as are the roof rails of the Octavia Combi estate. The spoiler lips on the front apron and on the hatchback's tailgate are also painted in Magic Black metallic. The roof spoiler on the Combi estate comes painted in body colour. The rear bumper features a Magic Black metallic diffuser. LED rear lights with animated turn indicators and animated Coming/Leaving Home function come as standard, while LED Matrix beam headlights are available as an option. The Octavia Sportline features the new black 17-inch brushed Slagard aero wheels as standard. 18-inch Vega aero wheels and the 19-inch Draconis wheels exclusive to the Sportline are available as options. The front wings are adorned with redesigned Sportline badges. The new, two-dimensional Škoda logo on the bonnet and the Škoda lettering on the tailgate are black. The lettering projected onto the ground from the front doors conforms to the updated Škoda CI.

Sportline Design Selection with recycled fabrics

A three-spoke multifunction sports leather steering wheel, the pedals' stainless-steel covers and the black headliner adorn the cockpit. The 10-inch Virtual Cockpit provided as standard also features a particularly sporty design. The front sports seats with integrated headrests, decorative strips in Black Middle Carbon on the dashboard and in gloss black on the doors round off the interior's sporting appeal. In the Sportline Design Selection, the seats' upholstery is made of grey recycled fabric and artificial leather, which is also used for

the door trims and the design section of the dashboard, complete with double rows of grey stitching.

A history of success: Iconic model is at the heart of the Škoda brand

- › **65th anniversary of the Octavia: historic predecessor debuted in 1959 and established the model designation**
- › **Heart of the brand: first modern Octavia generation launched in 1996, more than seven million customers across more than 60 markets since then, over four vehicle generations**
- › **Internationally successful: best-selling model in seven European countries, most popular estate in 14 countries**

Mladá Boleslav, 14 May 2024 – The success story of the Octavia began 65 years ago, when the first Octavia was launched. Since 1996, Škoda Auto has produced four modern generations and more than seven million units of its best-seller. Its popularity with customers has been complemented by numerous prestigious international awards.

The original Octavia: 360,000 units built

In spring 1959, Škoda started production of its eighth post-war model in Mladá Boleslav. Hence the name “Octavia”, based on the Latin numeral “octava”, meaning “the eighth”. It was also the eighth Škoda model to come with advanced independent suspension all round and the last to be built on a frame structure with a central support tube. The original Octavia was derived from the popular Škoda 440, but featured a modern front axle with coil springs as well as other technical and visual updates, like a deformable safety steering wheel or asymmetric parabola headlights. Its four-cylinder engine had a displacement of 1.1 litres and produced 29.4 kW (40 hp), transmitted to the rear wheels via a four-speed gearbox and enabling a top speed of 110 km/h. The Octavia Super had a 1.2-litre engine producing 33 kW (45 hp). September 1960 saw the launch of the Octavia Combi featuring a horizontally split tailgate. The Octavia remained in production until 1964, the Combi until 1971. 360,000 vehicles were produced in total, more than 54,000 of them Combi estates.

The first generation of the modern Octavia made its debut in 1996

The modern Octavia launched in 1996 and embodied the brand's new image as well as its ambitious plans for the future. With more than 7.15 million units sold across the four modern generations, the Octavia is not only a mainstay of the Škoda brand but also one of the ten best-selling cars in Europe and the best-selling model in the compact class across the territory of the 27 EU member states along with Iceland, Liechtenstein, Norway and Switzerland. The Octavia Combi has been the most popular estate car in Europe across all segments since 2016 with the current Octavia Combi being the number one estate car in 14 countries. The fourth Octavia generation is currently the best-selling vehicle in seven European countries. In Škoda's largest European market, Germany, the Octavia has been

the most popular import vehicle for many years. Furthermore, the Octavia has been in use as a police vehicle in Austria, Croatia, France, Italy, UK, Kosovo and Morocco.

Praise from international car magazines and their readers

The various Škoda Octavia generations have garnered numerous international motoring press awards over the years. In 2020, the Octavia took first place in German “Auto Bild” for all-wheel drive cars up to 40,000 euros and the title of “Best Family Car” in the Women’s World Car of the Year (WWCOTY) awards. This was followed in 2021 by the “Family Car of the Year” award by British car magazine “Auto Express”. In 2023, “Auto Bild” named the Octavia “Best Company Car” in the compact category for the fifth time in a row. At British “What Car?” magazine’s 2023 Car of the Year Awards, it was awarded the title of “Best family car for practicality”. In February 2024, it won the compact class import category in the “Best Cars” awards from German car magazine “auto motor und sport” for the eleventh time running.

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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.
- › 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.