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The new ŠKODA Superb: Concert Hall on Wheels

- › ŠKODA's new flagship available with specially developed CANTON sound system
- › Top-of-the-range Laurin & Klement; option for 'Ambition' and 'Style' equipment
- › Twelve-speaker surround sound, including subwoofer in the boot
- › ŠKODA in partnership with German loudspeaker-manufacturer since 2013

Mladá Boleslav, 10 August 2015 – Music to your ears: The new ŠKODA Superb has been transformed into a concert hall on wheels with the exclusively developed CANTON sound system. Twelve speakers and an additional amplifier mounted under the driver's seat provide the perfect sound experience for the brand's new flagship.

The sound system developed by loudspeaker-manufacturer CANTON ensures a unique audio experience in the new ŠKODA Superb. The system offers an impressive power output of 610 watts - the best among any of ŠKODA's direct competitors.

In partnership since 2013, ŠKODA is so far the only vehicle manufacturer to have worked with the German sound specialists at CANTON to provide the sound quality of home entertainment systems in cars. The first result of the exclusive partnership was the multiple award-winning high-end system in the current ŠKODA Octavia.

A total of twelve individual loudspeakers unite in the new ŠKODA Superb for completely balanced sound. Ten are located in the doors (high, mid-high and woofers in the front doors, high and mid-range speakers in the rear doors). A centre speaker is positioned on the dashboard, and a large subwoofer with a 2 x 100-watt output is housed in the boot.

The components are controlled by a 12-channel DSP amplifier, which is installed under the driver's seat. The abbreviation DSP stands for Digital Signal Processors, with which each speaker's sound can be adapted to its individual acoustic environment.

A balanced surround sound is created from the harmonious interaction of all components. Precisely tuned to the interior of the ŠKODA Superb and Superb estate, the system captivates its audience with harmonious basses, natural mid-tones and a clear treble. The equalizer, working in four individual modes, ensures perfect tone, be it for enjoying music, hands-free phone conversations or crystal clear navigation instructions. Three sound-distribution presets can shift the focus of the sound to the driver, the front of the car, or to the entire interior. In addition, the sound can be focused on any point in the interior manually.

The sound experience from the CANTON sound system highlights the performance of the new ŠKODA Superb in terms of infotainment and connectivity. The redesigned flagship



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offers four completely new infotainment systems based on the Volkswagen Group's latest MIB technology (modular infotainment matrix). In addition, the new ŠKODA Superb sets standards in networking and Internet connectivity. With optional high-speed Internet (LTE), the new ŠKODA Superb is the first ŠKODA capable of being a mobile hotspot in combination with the top 'Columbus' system.

The new ŠKODA Superb saloon has been available on the first markets since mid-June. The market launch for the estate version is set for September in selected regions.

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CANTON Sound System in the new ŠKODA Superb

The sound system developed by loudspeaker-manufacturer CANTON ensures a unique audio experience in the new ŠKODA Superb.

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CANTON Sound System in the new ŠKODA Superb

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ŠKODA AUTO

- > is one of the longest-established vehicle production companies in the world. In 1895, the Czech headquarters in Mladá Boleslav began producing bicycles, followed by the production of motorbikes and cars.
- > currently offers the following models in the range: Citigo, Fabia, Roomster, Rapid, Octavia, Yeti and Superb.
- > in 2014 delivered more than 1 million vehicles to customers worldwide for the first time in a single year.
- > has belonged to Volkswagen since 1991. The Volkswagen Group is one of the most successful automotive groups in the world. ŠKODA, in association with the Group, independently manufactures and develops vehicles, as well as components, engines and gear transmissions.
- > operates at three locations in the Czech Republic, produces in China, Russia, Slovakia and India mainly through Group partnerships, as well as in Ukraine and Kazakhstan through local partners.
- > employs over 25,900 people globally and is active in more than 100 markets.