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# Milestone: 1,000 ŠKODA dealerships in the new corporate design

- › Transformation of the ŠKODA dealer network to the new corporate identity (CI) is fully underway
- › Modern dealership CI creates the ideal platform to present ŠKODA's attractive model range
- › 'Human Touch strategy': comprehensive dealer training in customer-friendly procedures
- › New design is an important pillar of ŠKODA's growth strategy

**Mladá Boleslav, 10 September 2015 – The transition of ŠKODA's global dealer network to the new design is making significant progress. The Klokočka car dealership in Prague marks the 1,000th ŠKODA dealership to shift their business to the new ŠKODA corporate design. The new dealership branding is focused on the needs of the customer. Alongside visual improvements, all processes and procedures in the dealership are geared towards providing the highest levels of customer service and the 'Human Touch' strategy is being consistently implemented. Launched at the end of 2013, the comprehensive rebranding of the sales partners is an integral part of ŠKODA's growth strategy.**

"The conversion of the 1,000th dealership in the world is an important milestone for ŠKODA," said ŠKODA Board Member for Sales and Marketing, Werner Eichhorn. "The new dealer CI offers the ideal environment for our attractive model range. At the same time, we will ensure that all processes in the car dealership are even more focused on the needs of customers. Over the coming years, we will further improve business processes and offer our customers a range of new services in the medium term: from a new car configurator to enhanced service offers," said Eichhorn.

The aim of the showrooms' new design is quick, direct and clear communication. "The car dealership is the place where we can bring our 'Human Touch' strategy to life," said Werner Eichhorn. Therefore, openness and transparency are the main themes of the new design. The design follows function. High-quality materials, new design features, effective lighting solutions and warm wooden tones create an inviting atmosphere. The central eye-catcher is the 'highlight wall' located opposite the entrance area. All sales and service areas also come in a new design.

Outside, the new architecture of ŠKODA's dealerships is characterised by clear and simple shapes, a harmonious colour concept, modular design features and a modern lighting concept. New communication areas on the exterior facade will improve visibility by day and at night.

The transformation to the new CI is accompanied by intensive training within the dealer network and all activities are based on delivering the highest levels of customer service.



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In 2014, ŠKODA sold more than a million cars for the first time. By doing so, the Czech car manufacturer has finally established itself as an international volume brand. ŠKODA entered a new era earlier this year with the new ŠKODA Superb. The design, emotional resonance and quality of the cars are taking on a new significance which is reflected in ŠKODA's new dealership design. The response to the new dealership branding is extremely positive, both from the ŠKODA partners and from the customers. This does not just mean feedback on the design. The dealers who already have the new CI in place have also seen higher footfall.

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### Media images:



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Source: ŠKODA AUTO



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The aim of the showrooms' new design is quick, direct and clear communication. Openness and transparency are the main themes of the new design.

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## ŠKODA AUTO

- > is one of the longest-established vehicle manufacturers in the world. The Czech headquarters in Mladá Boleslav began production in 1895; at first with bicycles, and shortly afterwards with motorcycles and cars.
- > currently has seven passenger car model series: Citigo, Fabia, Roomster, Rapid, Octavia, Yeti and Superb.
- > delivered, for the first time, more than 1 million vehicles to customers worldwide in a single calendar year in 2014.
- > has been part of Volkswagen Group since 1991. Volkswagen is one of the most successful automotive companies in the world. ŠKODA, as a member of the Group, independently manufactures and develops vehicles, as well as components such as engines and transmissions.
- > operates at three different locations in the Czech Republic; produces in China, Russia, Slovakia and India mainly through Group partnerships; as well as in Ukraine and Kazakhstan with local partners.
- > employs over 25,900 people globally and is active in more than 100 markets.