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Now on YouTube: What Inspires ŠKODA Designers

- › Available online: First of four design films on ŠKODA's YouTube channel
- › Insight: ŠKODA designers explain what moves, drives and inspires them
- › Show car ŠKODA VisionS carries over crystalline design language into the SUV segment

Mladá Boleslav, 15 February 2016 – ŠKODA is carrying over their new emotive design language into the SUV segment. The SUV show car – the ŠKODA VisionS, which will soon be celebrating its world premiere at the Geneva Motor Show – provides an insight into the brand's future large SUV model. In four YouTube videos, ŠKODA's chief designer Jozef Kabaň and his team now explain what drives and inspires them in the development of ŠKODA design language.

Aesthetics, functionality and crystalline effects – ŠKODA's new design language emphasizes the emotional character of the brand. This design language was first introduced two years ago through the VisionC study, and was subsequently launched into series production with the ŠKODA Fabia and ŠKODA Superb. ŠKODA is now carrying over the new line into the SUV segment with the VisionS show car.

For the lead up to the Geneva Motor Show on 1 March, ŠKODA will be releasing four new design videos. The first clip has now been uploaded, and is available here:

<https://www.youtube.com/skoda>.

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Now on YouTube: What Inspires ŠKODA Designers

ŠKODA's six-seater SUV show car provides an insight into the brand's future large SUV that will be showcased in the second half of 2016.

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Source: ŠKODA AUTO





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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, Rapid, Octavia, Yeti and Superb.
- > in 2015 delivered more than 1 million vehicles to customers worldwide.
- > 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.

