

**ŠKODA**



**Prof. Dr. h.c. WINFRIED VAHLAND**

CHAIRMAN OF THE BOARD

SIMPLY CLEVER

ŠKODA



**In 2010 ŠKODA started the biggest model and growth campaign in the company's history**

Renewed model range, extended to 7 model series

Further advanced the brand's emotional strength with the new ŠKODA design language

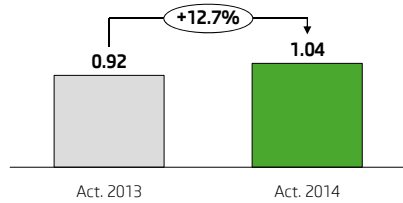
Extended our presence in international markets and gained market share in all regions

Consistently invested in local and international production sites as well as in the qualification of our employees

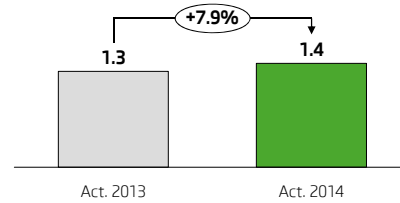


## Key performance indicators for the 2014 financial year

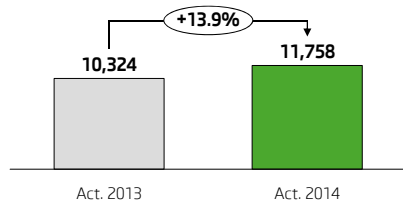
**Deliveries to customers**  
(in million units)



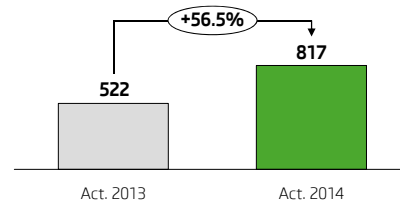
**Market Share - worldwide**  
(in %)



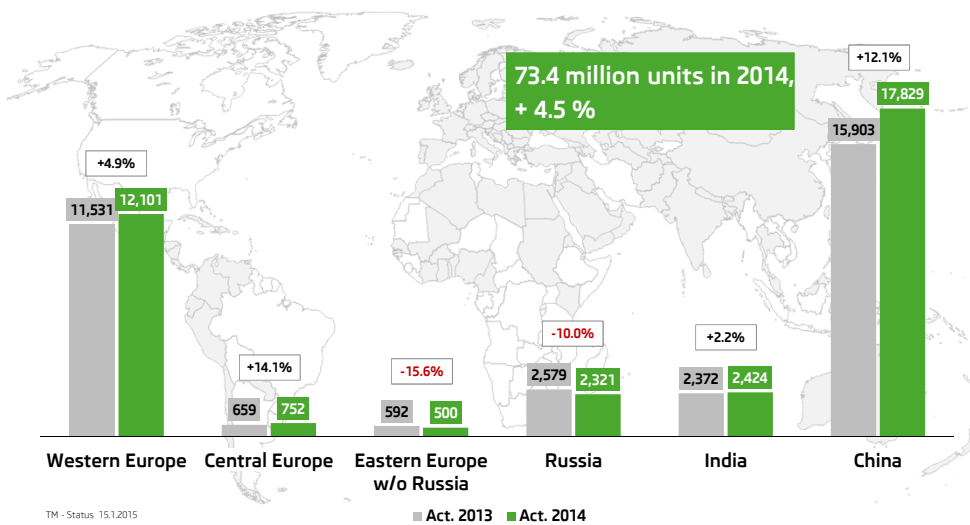
**Sales revenue**  
(in € million)



**Operating profit**  
(in € million)

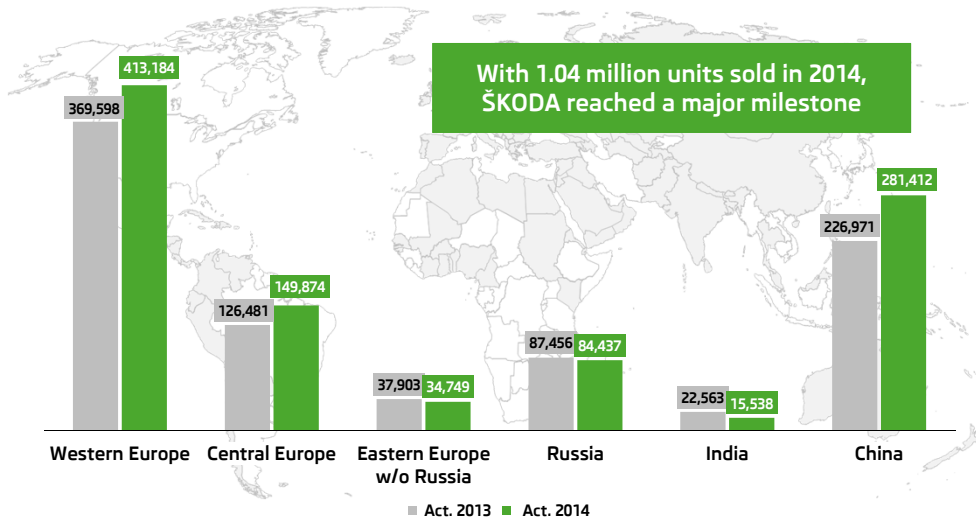


## Global markets 2013/2014 - passenger cars by region ('000 units)





## ŠKODA deliveries to customers 2013/2014 - passenger cars by region



## The automotive industry is changing significantly

- ▶ New technologies have to be developed much more quickly
- ▶ Customer preferences and their attitudes towards cars are changing
- ▶ Shift in markets: Asian markets becoming more important
- ▶ More legislative regulations and political crises
- ▶ And: competition is becoming increasingly tough

SIMPLY CLEVER

ŠKODA



Great Teamwork  
from  
28,000 Skodians



SIMPLY CLEVER

ŠKODA



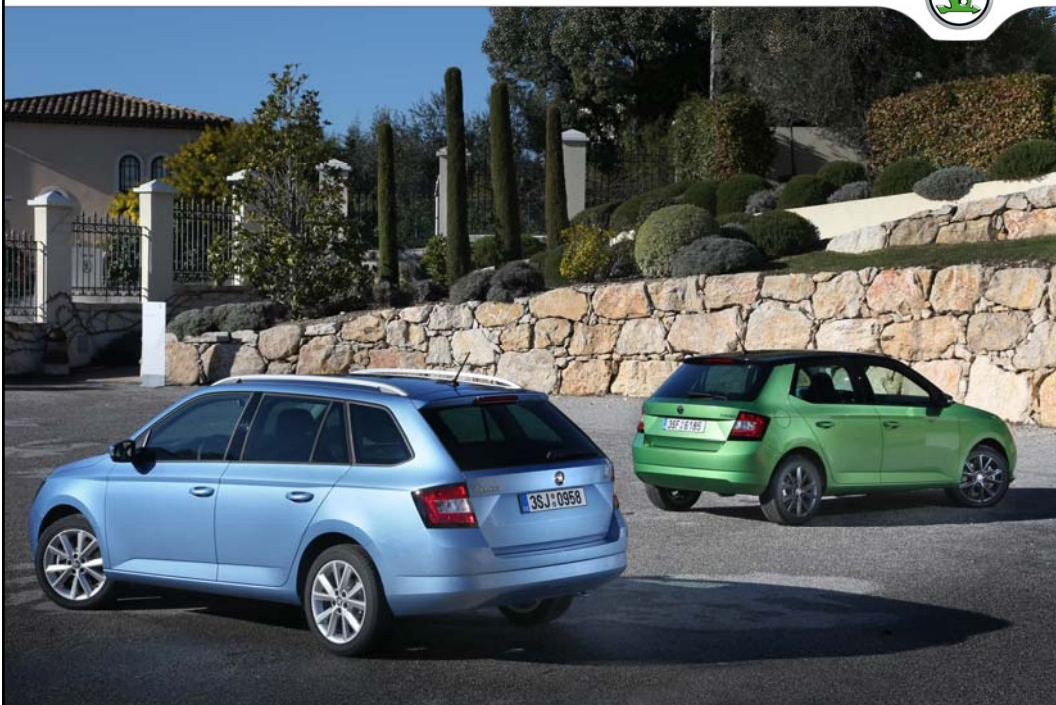
SIMPLY CLEVER

ŠKODA



SIMPLY CLEVER

ŠKODA





SIMPLY CLEVER

ŠKODA



SIMPLY CLEVER

ŠKODA



SIMPLY CLEVER

ŠKODA



SIMPLY CLEVER

ŠKODA





SIMPLY CLEVER

ŠKODA



SIMPLY CLEVER

ŠKODA





SIMPLY CLEVER

ŠKODA



SIMPLY CLEVER

ŠKODA



SIMPLY CLEVER

ŠKODA



SIMPLY CLEVER

ŠKODA





SIMPLY CLEVER

ŠKODA



SIMPLY CLEVER

ŠKODA





SIMPLY CLEVER

ŠKODA



SIMPLY CLEVER

ŠKODA





Thank you.

