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Official fleet: ŠKODA makes the IIHF Ice Hockey World Championship in Russia mobile

- › ŠKODA is providing a total of 45 vehicles to the IIHF Ice Hockey World Championship organisers
- › Brand logo is emblazoned on jerseys and helmets of the Czech and Slovak national teams
- › Varied supporting programme for fans: attractive competitions, ŠKODA Ice Girls and the world's biggest hockey helmet

Mladá Boleslav, 27 April 2016 – ŠKODA is supporting the IIHF Ice Hockey World Championship for the 24th time this year. As the Main Official Sponsor, the traditional Czech brand is making a total of 45 vehicles available to the organisers in Russia. Furthermore, ŠKODA is prominently represented in both IIHF Ice Hockey World Championship venues – in Moscow and St. Petersburg – and is offering a varied entertainment programme to the spectators.

ŠKODA is providing the official fleet for the 2016 IIHF Ice Hockey World Championship in Russia – with the brand flagship, the ŠKODA Superb, leading the way. The car manufacturer is making a total of 45 vehicles available to the organisers of the IIHF Ice Hockey World Championship tournament. Each year, ŠKODA makes numerous vehicles available to the organisers of the competition. In the past 24 years, the fleet has completed around six million kilometres in service to the IIHF Ice Hockey World Championship. At each IIHF WM, the ŠKODA fleet covers an average of 250,000 kilometres.

The visitors to the IIHF Ice Hockey World Championship in Moscow and St. Petersburg can not only look forward to dynamic sport, but also to attractive vehicle exhibitions and plenty of action – thanks to the Official Main Sponsor ŠKODA. During the IIHF Ice Hockey World Championship, the brand logo will be seen in the centre faceoff circles on the rinks as well as on the boards. In addition, 'ŠKODA' is emblazoned on jerseys and helmets of the national teams from the Czech Republic and Slovakia. Both ŠKODA models Superb and Octavia RS Combi will also stand in the spotlight at all IIHF WM matches: they are prominently placed in the 'Ice Palace' in Moscow as well as in St. Petersburg's 'Yubileyny Sports Palace Ice Arena' – only a few meters away from the rink.

For the supporters of the 'cool' sport, ŠKODA offers an exciting supporting programme with numerous activities both in and around the IIHF Ice Hockey World Championship venues. In specially equipped fan zones up to 450 square meters in size outside the stadiums, pure entertainment is offered. Here spectators can get within touching distance of the ŠKODA models, and pit themselves against each other in the Air Hockey Challenge as well as in Box Hockey.





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In addition, ŠKODA will present the world's biggest hockey helmet in Moscow: 2.80 metres tall and weighing around 110 kilograms. Another highlight is the ŠKODA Virtual Hockey Challenge. At this, two fans compete against each other in a virtual ice hockey simulation on large LED screens. The winner can also walk away with great prizes. Quiz rounds, large video screens, live presentations, the ŠKODA mascot, dance interludes from the ŠKODA Ice Girls and a lot more ensure variety and a good atmosphere. One of the highlights of each match day is the 'ŠKODA Fan of the Game' draw. In this, the supporters of the fast sport have the chance to win an exclusive prize prior to each IIHF Ice Hockey World Championship.

Even within the IIHF Ice Hockey World Championship stadiums, ŠKODA ensures entertainment for the spectators of the games. Among other things, they can experience the models of the brand live. In Moscow, visitors to the IIHF WM matches can be photographed in the ŠKODA photo box in front of a spectacular background and receive their personal souvenir photograph.

ŠKODA is also an exclusive partner of the special '2016 IIHF App', which will offer 'HOCKEY CARDS' this year, where users can pick their favourite team and player, take a selfie and share it. Furthermore, the skoda-hockey.com website will be the place to visit during the championship to find out what is happening in Moscow and St. Petersburg, including articles, photos, videos and social streams. Users will be guided through the 24-year-long history of ŠKODA's connection with the IIHF WM. This year is about focusing on the next generation of fans and ice-hockey players: the 'STORIES' section provides information about kids and their devotion to ice hockey. Another new great add-on is the ŠKODAJIS – a keyboard extension – loaded with ŠKODA-style hockey gifs, to make any conversation or chat more fun. In social media, ŠKODA is running an account @skodahockey on Instagram and Facebook and will be sharing interesting stories, pictures and fun facts. In addition, a new online campaign will be launched this year with the 'hashtag' #itsmygame (#хоккейвкаждом): hockey and ŠKODA fans can actively support the IIHF Ice Hockey World Championship.

Since as early as 1993, ŠKODA has been the Official Main Sponsor of the IIHF Ice Hockey World Championships. This commitment by the brand makes it the longest sponsorship in the history of sport world championships. The members of the IIHF Ice Hockey World Championship organising committee benefit from the convenience and the versatility of the ŠKODA automobiles. Most of the shuttle vehicles were produced in the host country. Among others, the ŠKODA Rapid, ŠKODA Octavia and ŠKODA Yeti are produced in both of ŠKODA's Russian plants – Kaluga and Nizhny Novgorod.

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Images to the Press Release:



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Lubomír Najman, Head of ŠKODA AUTO Russia, and Vladislav Tretiak, President of the Ice Hockey Federation of Russia at the official handover of the IIHF World Championship fleet. As the Main Official Sponsor, the traditional Czech brand provides a total of 45 vehicles for the organisers in Russia.

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Source: ŠKODA AUTO



ŠKODA makes the IIHF Ice Hockey World Championship in Russia mobile

ŠKODA is supporting the IIHF Ice Hockey World Championship for the 24th time this year. A total of 45 shuttle vehicles will be used in the IIHF Ice Hockey World Championship.

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Source: ŠKODA AUTO

ŠKODA AUTO

- > It is one of the oldest car manufacturing companies in the world. Since 1895, initially bicycles and later motorbikes and cars were built in the Czech head office in Mladá Boleslav.
- > It has currently the following passenger car model series: Citigo, Fabia, Rapid, Octavia as well as Yeti and Superb.
- > It delivered worldwide more than 1 million vehicles to customers in 2015.
- > Since 1991 it belongs to Volkswagen, one of the world's most successful automotive companies. ŠKODA manufactures and develops independently within the group, in addition to vehicles also components as engines and transmissions.
- > It maintains three locations in the Czech Republic; produces in China, Russia, Slovakia and India primarily through concern partnerships as well as in the Ukraine and Kazakhstan with local partners.
- > It employs more than 26,600 employees worldwide and is active in more than 100 markets.