



## Press Release, Page 1 of 2

# ŠKODA Superb - The new era: Attention to the finest detail

- › **Precision: crystalline lights, perfect radii, sharp edges and lines**
- › **Striking: new ŠKODA design**
- › **New ŠKODA flagship celebrates its world premiere in Prague on 17 February**

**Mladá Boleslav, 13 February 2015 – With its emotionally rich design, the new ŠKODA Superb is now again a highlight in the automotive mid-class segment. Shortly before the world premiere on 17 February in Prague, ŠKODA is showing the first exterior details of the new top model which impressively underline the uncompromising, high design standards of the brand. The design details presented demonstrate highest precision and a virtually perfect 'finish'. All features have been developed with great attention to the smallest detail.**

The new ŠKODA Superb inspires with clear geometry, striking contoured surfaces, sculptural shapes and elegant lines from the front to the rear. 'A fine finish right down to the smallest detail' was the motto for the development of the new top model – precise, sophisticated and striking as never before. The design of the new Superb's lights has a new sharpness to it: the accurate cut, the precise workmanship, the use of geometrical triangular shapes and the three-dimensional contours create a striking brand distinctiveness, modelled after the Bohemian tradition of glass art.

The world premiere of the new Superb will be held in Forum Karlín in Prague on 17 February – with international media representatives and senior guests from the group, the company, politics, business and society.

The ŠKODA Superb has been the flagship of the ŠKODA model range since 2001. To date (as of 31/01/2015), ŠKODA has delivered more than 700,000 first- and second-generation ŠKODA Superbs, making it one of the most popular vehicles of the automotive mid-size car class.

### Further information:

Bernd Abel  
Head of Product Communications  
T +420 326 811 731  
[bernd.abel@skoda-auto.cz](mailto:bernd.abel@skoda-auto.cz)

Jakub Šulc  
Product Communications  
T +420 326 811 729  
[jakub.sulc@skoda-auto.cz](mailto:jakub.sulc@skoda-auto.cz)



Alle seit 2008  
getesteten  
ŠKODA Modelle  
haben 5 Sterne  
im Euro NCAP  
Sicherheitstest  
erhalten.





# Press Release, Page 2 of 2

## Media images:

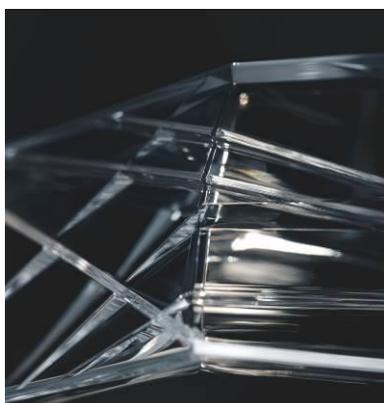


### The new ŠKODA Superb

The new ŠKODA Superb inspires with clear geometry, striking contoured surfaces, sculptural shapes and elegant lines from the front to the rear.

[Download](#)

Source: ŠKODA AUTO



### The new ŠKODA Superb

The design of the new Superb's lights has a new sharpness to it: the accurate cut, the precise workmanship, the use of geometrical triangular shapes and the three-dimensional contours create a striking brand distinctiveness, modelled after the Bohemian tradition of glass art.

[Download](#)

Source: ŠKODA AUTO

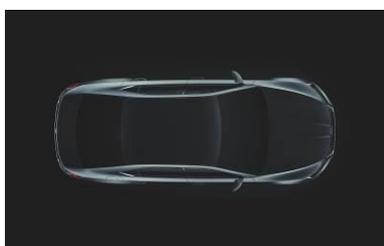


### The new ŠKODA Superb

The design of the new Superb's lights has a new sharpness to it.

[Download](#)

Source: ŠKODA AUTO



### The new ŠKODA Superb

With its emotionally rich design, the new ŠKODA Superb is a new highlight in the automotive mid-class segment.

[Download](#)

Source: ŠKODA AUTO





# Press Release

, Page 3 of 2

## 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/Praktik, Rapid, Octavia as well as 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 25,800 people globally and is active in more than 100 markets.



Alle seit 2008  
getesteten  
ŠKODA Modelle  
haben 5 Sterne  
im Euro NCAP  
Sicherheitstest  
erhalten.

