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# ŠKODA Superb – a new era: world premiere of the new ŠKODA flagship in Prague

- › **Celebratory: unveiling with 800 international guests in Forum Karlín in Prague**
- › **Full of emotion: new ŠKODA Superb has revolutionised the ŠKODA design**
- › **Upgrade: comfortable space giant with best interior space in its class**
- › **MQB technology: optimum safety, top environmental values, great connectivity**
- › **Start: market launch of the third-generation model in June 2015**

**Mladá Boleslav/Prague, 17 February 2015 – Spectacular world premiere for the best ŠKODA ever: in Forum Karlín in Prague, the new ŠKODA Superb rolled into the spotlight for the first time today. The new ŠKODA Superb has revolutionised the design of the brand. Generous dimensions, innovative assistance systems for safety, the environment and comfort, powerful EU6 engines and ŠKODA-typical 'Simply Clever' features have moved the brand's flagship to the upper end of the automotive mid-class segment. In brief: the new Superb is the best ŠKODA ever and the highlight of the company's largest-ever model campaign.**

ŠKODA CEO Prof. Dr. h.c. Winfried Vahland said during the new ŠKODA Superb's first appearance: "This car marks the beginning of a new era for ŠKODA. In recent years, we have renewed and expanded our model range. The new ŠKODA Superb demonstrates our aspirations in the automotive mid-class segment. In terms of creativity and technology, it reaches a new level of performance, shows ŠKODA's reclaimed position and leads the way into the future of the brand. This fantastic car will attract new private and business customers to ŠKODA," said Vahland.

The world premiere of the new ŠKODA Superb took place in Forum Karlín in Prague, in front of 800 senior guests – ŠKODA welcomed international media representatives as well as guests from the group, the company, politics, business and society. The new ŠKODA Superb was the 'star' of the evening. Its first appearance was accompanied by the world premiere of the 'Superb Symphony' with the Czech Philharmonic Orchestra. Other highlights: the performances of soul legend Chaka Khan and singer Aura Dione.

ŠKODA intends to continue the success story of the brand's top model range with the third-generation Superb. To date, the car manufacturer has delivered more than 700,000 first- and second-generation Superbs to customers.

### **Elegance, strength, dynamism – revolutionary ŠKODA design**

With its new design, the new ŠKODA Superb demonstrates the brand's emotional strength, bringing the exciting design language of the 'ŠKODA VisionC' show car into production. "The wheelbase has been increased by 80 mm and at the same time the



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front vehicle overhang is 61 mm shorter than before. This new architecture provides the car with dynamic elegance," said ŠKODA's Head of Design Jozef Kabaň. At the same time, the new Superb offers further improved functionality and even more space.

The **front** conveys power and self-assurance. The striking grille, distinctive headlights and the deeply-drawn front-end architecture – all of this has been designed for increased optical width. The bonnet has powerfully shaped contours. The **side view** appears dynamic and elegant. The razor-sharp tornado line stretches the vehicle and, together with additional lighter surfaces, creates effective contrasts between light and shade. The car's narrow pillars, the precision-cut window outline and the gently sloping roofline give the vehicle a coupé-style look. The large wheels and the striking wheel arches emphasise the exclusive appearance.

The design of the **rear** is self-confident and powerful. Horizontal lines are also accentuated here. The two-part, broad and narrow taillights shine with LED technology as standard and sharply intensify the ŠKODA-typical 'C' shape of the lights. At the same time, crystalline elements provide the taillights with additional luminosity. Striking: the trailing edge on the tailgate. The completely redesigned **interior** continues the essential design details of the exterior. This includes the emphasis on horizontal lines, which gives the already spacious interior an even more generous feel. Clear shapes, precise workmanship and the use of high-quality materials result in a premium appearance.

### Upgrade – a new dimension of comfort and space

The **space** of the new Superb has once again increased in comparison to the already generous values of the previous model. The driver and front seat passenger enjoy 39 mm more elbow room and more headroom. With **157 mm legroom** the rear space is almost 'stately'. This is about twice as much as in the nearest competitor model. The **headroom** measures 980 mm; no other model in the segment can offer this. The rear elbow room has increased by 69 mm. The 625-litre **boot capacity** is the top value in its segment, 30 litres more than in the second-generation Superb.

The new ŠKODA Superb is the brand's first model offering adaptive **Dynamic Chassis Control** (DCC) including **Driving Mode Select**. New air-conditioning systems, including for the first time the new **three-zone air conditioning**, provide optimum temperature control and top air quality. The sliding and tilting **panoramic electric roof** is optional in the new ŠKODA Superb. **Auxiliary heating, heated seats, wireless heated windscreen** and **heated washer jets** are available for the colder months. The **rain/light sensor** switches the windscreen wipers on and off automatically and automatically switches between daytime running lights and dipped beam as required.

Instead of one umbrella in the rear left door there is now **one umbrella in each of the front doors**. The new, **electric tailgate** is particularly convenient and can be complemented with an optional **virtual pedal**. The electric tailgate and virtual pedal



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work in combination with the **KESY** automatic locking and starting system. The new Superb comes with the latest generation of **Park Assist** for automatically driving in and out of parking spaces. In addition, the car features a **rear-view camera** for the first time. The traditional handbrake is replaced by an **electric parking brake** as standard.

### Perfectly connected

Connectivity features make their entrance in the third-generation ŠKODA Superb. There is a total of **four, completely new infotainment systems** based on Volkswagen Group's MIB technology (Modularer Infotainment-Baukasten). The Columbus top model is available on request with an integrated **high-speed internet connection** based on the LTE standard. This is a first for ŠKODA.

The ŠKODA Superb can be connected to a smartphone for the first time and selected apps can be operated from the infotainment system's screen. **SmartLink** includes MirrorLink™, Apple CarPlay and Android Auto\*. The **SmartGate** interface, developed by ŠKODA, allows certain vehicle data to be accessed and on the user's smartphone apps. The new **ŠKODA Media Command app** and the Wi-Fi hotspot integrated into the Columbus system allows the infotainment system to be controlled remotely from the rear seats for the first time. The **Canton Sound System** with twelve speakers and 610 W output turn the new ŠKODA Superb into a concert hall on wheels.

### A new dimension of 'Simply Clever'

The new ŠKODA Superb is the cleverest ŠKODA ever. **29 'Simply Clever' features** make life easier for driver and passengers. 23 solutions are new in the Superb, ten of these are completely new for the brand. The new 'Simply Clever' solutions include practical items such as a mechanically retractable towing device, a tablet holder in the rear, a tablet storage compartment in the front Jumbo Box, a USB port and 230 V socket in the rear, single-handed opening for 0.5-litre bottles and an extra high-visibility vest storage compartment in all four doors. Both front and both rear doors will each hold a 1.5-litre bottle. The interior's versatility is increased by the option to fold down the back seats from the boot. The passenger seat can also be folded down. New cargo fasteners secure loose objects in the boot. An ice scraper in the fuel filler flap is standard in the Superb. In addition, there are new storage nets on the inside edges of the front seats, a removable LED torch in the boot and misfuel protection.

### Top efficiency

The new ŠKODA Superb's new engines offer **up to 30 per cent lower fuel consumption values and emissions**. The ŠKODA Superb GreenLine consumes just 3.7 l/100 km and emits 95 g CO<sub>2</sub> per km. The vehicle is up to 75 kg lighter and the aerodynamics have been improved. The combination of up to 20 per cent more power,



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reduced air resistance and a reduction in weight also result in remarkable driving dynamics.

The new ŠKODA Superb comes with direct-injection turbocharged engines based on MQB technology (five TSI petrol, three TDI common-rail diesel). All powertrains comply with EU6 standards and have Stop-Start technology and brake energy recovery as standard. The petrol engines have a power output of between 92 kW (125 HP) and 206 kW (280 HP), the diesel engines between 88 kW (120 HP) and 140 kW (190 HP). Except for the entry-level petrol version, all engines are available with modern dual-clutch transmission. Four engines are available with all-wheel drive based on the Haldex 5 clutch.

### No compromise on safety

The top-level safety of the new ŠKODA Superb is impressive. Electronic Stability Control including **Multi-Collision Brake** is standard. The additional standard equipment for EU countries includes: **Front Assist with Emergency Brake**, electronic **Tyre Pressure Monitor, seven airbags**, and five three-point automatic seat belts with fastening alerts as well as safety headrests. Rear side airbags are optional. Also standard: XDS+, a function of the electronic differential lock. From the Ambition trim line upwards, the Speedlimiter is fitted as standard.

Optional assistance systems are also available. **Adaptive Cruise Control (ACC)** keeps the vehicle at a safe distance from the vehicle ahead. With the enhanced **Crew Protect Assist**, driver and front passenger are 'prepared' for an impending collision. **Lane Assist** helps the vehicle stay in lane. **Traffic Jam Assist**, available for the first time for the model and for the brand, increases safety and comfort in traffic and during stop-start driving. The new **Emergency Assist** activates the brakes, should the driver become incapable of driving, automatically bringing the vehicle to a standstill.

The completely new **Blind Spot Detect** system supports the driver in changing lanes safely by alerting them to vehicles in their blind spot. A core component of Blind Spot Detect is the **Rear Traffic Alert** function which is available for the brand and model for the first time. **Driver Alert** guards against driver fatigue. **Travel Assist** with **Traffic Sign Recognition**, available for the first time in the ŠKODA Superb, constantly informs the driver about the current traffic situation.

The headlights are fitted with halogen technology or with bi-xenon lights including AFS function and LED daytime running lights. The high beam can be electronically controlled via **Light Assist** or via the extended **Smart Light Assist** function (masked high beam). Striking rear **LED lights** are standard in the new Superb, and there are also two reflectors on both sides of the rear bumper.



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The new Superb's completely **redeveloped chassis** with MacPherson strut front and multi-link rear axle provides optimum driving stability even in demanding situations.

\*The future availability of CarPlay and Android Auto technology is generally at the discretion of Apple and Google. The release dates and communications regarding these issues are subject to regional variation.

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### Media images:



#### ŠKODA Superb

The precise, highly-set tornado line accentuates the formal dynamism, allowing a powerful gradation on the side and achieving an effective contrast between light and shade.

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Source: ŠKODA AUTO



#### ŠKODA Superb

With its pronounced horizontal lines, the interplay between convex and concave surfaces and the razor-sharp, wide LED rear lights, the car also creates an extremely striking impression.

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### ŠKODA Superb

Where the vehicle is fitted with a front radar system, the radar unit is discreetly integrated within the radiator grille.

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### ŠKODA Superb

The wide 'C' is represented by a fine LED strip of light, which extends through both parts of the tail lights in the higher Style and L&K trim versions.

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Source: ŠKODA AUTO



### ŠKODA Superb

In spite of the exceptionally dynamic sloping roofline, there is no reduction in headroom or luggage space.

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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/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.