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The ŠKODA Superb – a new era: world premiere with 800 guests from 35 countries

- › Emotionally charged unveiling in Forum Karlín with the Czech Philharmonic Orchestra and international music acts
- › 800 international guests celebrate the new Superb, the 'star' of the evening
- › Revolutionary design; a new dimension in terms of space, comfort and technology
- › ŠKODA flagship heralds a new era for ŠKODA; market launch in mid-2015

Mladá Boleslav/Prague, 18 February 2015 – Spectacular world premiere for the best ŠKODA ever: to the sound of a specially composed 'Superb Symphony', the new ŠKODA Superb rolled into the spotlight for the first time last night in Forum Karlín in Prague. The completely redeveloped flagship has revolutionised the design of the brand and inspires with a further-improved offering in terms of space and comfort. ŠKODA's top model is now in its third generation and, based on Volkswagens Group's innovative MQB technology, has reached a new level with regards to safety, connectivity and the environment. The Superb has moved to the upper end of the automotive mid-class segment.

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. Over recent years we have renewed and extended our model range. The new Superb will once again change everything and emotionalise the brand even further. The new ŠKODA Superb is proof of our aspirations in the automotive mid-class segment. It has achieved a new performance level in terms of technology and design and demonstrates ŠKODA's reclaimed position. This fantastic vehicle will win over new private and business customers for ŠKODA."

The celebratory world premiere of the new ŠKODA Superb took place last night in Forum Karlín in Prague. About 800 guests from 35 countries – including international media representatives and senior guests from the group, the company, politics, business and society – were more than impressed by the brand's new top model. The new ŠKODA Superb was the undisputed 'star' of the evening.

The new ŠKODA flagship had an impressively staged debut with the world premiere of the specially composed 'Superb Symphony', performed by the renowned Czech Philharmonic Orchestra. The exciting combination of a classical orchestra and solo performances of electronic music by three musicians (keyboard/synthesizer, electric guitar and violin) was enthralling – a distinctive way of emotionalising the new ŠKODA Superb through music. The 'Superb Symphony' was composed by the Hungarian-German musician and music producer Leslie Mandoki.



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Other highlights of the evening were captivating performances by the American soul legend Chaka Khan and the Danish chart topper Aura Dione.

Since 2001, the ŠKODA Superb has been at the top of the ŠKODA model range. To date (as of 31/01/2015), the car manufacturer has delivered more than 700,000 first- and second-generation Superbs, making the ŠKODA Superb one of the most popular vehicles in the automotive mid-class segment.

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ŠKODA CEO Prof. Dr. h.c. Winfried Vahland and the new ŠKODA Superb at the World Premiere in Prague.

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The ŠKODA Superb - world premiere with 800 guests from 35 countries

To more than 800 guests Werner Eichhorn, Member of the ŠKODA Board of Management for Sales and Marketing, presented the new ŠKODA Superb.

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Mrs. Adriana Karembeu, fashion top model and actress, seated in the back of the new ŠKODA Superb.

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Werner Eichhorn, Member of the ŠKODA Board of Management for Sales and Marketing, presented the new ŠKODA Superb in Prag.

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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 has seven passenger car models: Citigo, Fabia, Roomster/Praktik, Rapid, Octavia, Yeti and Superb.
- › in 2014 delivered more than 1 million vehicles to customers worldwide for the first time in a single year.
- › 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 25,800 people globally and is active in more than 100 markets.