



Press Release

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New era: Production of the new ŠKODA Superb begins

- › **Starting point:** new ŠKODA flagship rolls off the production line at the Kvasiny plant
- › **Investments:** Kvasiny plant has been comprehensively modernised and upgraded
- › **Market launch in June 2015**

Mladá Boleslav, 12 March 2015 – Starting point for a new era: Today, the first third-generation ŠKODA Superb rolled off the production line at the ŠKODA plant in Kvasiny – a Superb in 'Business Grey'. The Kvasiny production facilities have been comprehensively modernised and expanded in readiness for the production of the new ŠKODA flagship. As well as the body production facility that has been put into operation for the production of the new Superb, production buildings and production areas have also been expanded. With its expressive design, captivating technical qualities and generous amount of space, the new ŠKODA Superb is setting the standard in the automotive mid-class segment.

"We are delighted that it is now under way. Starting production of the new Superb is a fantastic and emotional moment for the whole company and in particular, for the Kvasiny plant. The production of this fantastic car proves the high levels of competence of the plant and its employees," said Michael Oeljeklaus, ŠKODA Board Member for Production and Logistics.

Significant investments in production technologies, assembly and logistics areas have been made in Kvasiny in readiness for the start of the new ŠKODA Superb's production. A total of 1.7 billion Czech koruna have been invested in the new body production facility alone and ŠKODA is planning to extend the plant further in the coming years.

The completely redeveloped ŠKODA Superb is revolutionising the brand's design and impressing with its space and comfort that have once again been improved. Based on Volkswagen Group's innovative MQB technology, the third generation of ŠKODA's top model has reached a new level as far as safety, connectivity and the environment are concerned, moving it to the top end of the automotive mid-class segment. The market launch of the new Superb will begin in June this year.

Since 2001, the ŠKODA Superb has headed up ŠKODA's model range. To date, the car manufacturer has delivered more than 700,000 first- and second-generation ŠKODA Superbs. This makes the model one of the most popular cars in the automotive mid-class segment.

Kvasiny is one of three production plants in the Czech Republic and currently employs around 4,500 people. As such, the plant is one of the largest industrial employers in the





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Hradec Králové region. As well as the ŠKODA Superb, ŠKODA's Roomster and Yeti models are also produced here. In 2014, 166,200 ŠKODA vehicles were produced in Kvasiny.

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Starting point for a new era: Today, the first third-generation ŠKODA Superb rolled off the production line at the ŠKODA plant in Kvasiny – a Superb in 'Business Grey'.

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Source: ŠKODA AUTO



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Source: ŠKODA AUTO

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.