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## Emotional, modern, dynamic: ŠKODA Fabia honoured with 'Red Dot Award'

- › **Excellent:** coveted 'Red Dot Award: Product Design' for the new Fabia
- › **International vote:** expert panel praised the Fabia's striking design language
- › **ŠKODA Fabia:** balanced proportions, emotional design
- › **Success:** eighth Red Dot Award for ŠKODA

**Mladá Boleslav, 30 March 2015 – Prestigious award for the new ŠKODA Fabia: The all-new, redesigned small car has received the coveted 'Red Dot Award' for its outstanding product design. The 'Red Dot Award' is presented annually by a top-level international panel of experts. With 4,928 submissions by 1,994 participants from 56 countries this year alone, the 'Red Dot Award: Product Design' is of the world's largest and most internationally recognised product competitions. The third generation ŠKODA Fabia is now the eighth ŠKODA model series to have been awarded the prize.**

The new ŠKODA Fabia has been available on the European market since November 2014. The all-new, emotional and strong appearance excited the judges. With its sharper design, the popular small car is more sporty, distinctive and expressive than the previous model, and features balanced proportions, crystalline shapes and sharp lines. The new ŠKODA Fabia is a young small car with character; passionate, modern and customizable. This ŠKODA Fabia is also the first series-production ŠKODA to sport design elements from the ŠKODA VisionC show car.

ŠKODA's new design language also won over the Red Dot Award jury. The new Fabia had to undergo detailed examination by a high-ranking, 38-member panel of experts, consisting of design professors, designers and journalists from 25 countries. They evaluated the vehicle's design based on selected evaluation criteria, such as degree of innovation, functionality, ergonomics and durability. Ecological compatibility and clarity of function were included in the overall assessment as well.

"The new Fabia is more dynamic and full of character than ever before, and is the most emotive Fabia ever," says Chief Designer Jozef Kabaň. "We are delighted that the new design language has won over the experts and customers alike. Winning the Red Dot Award confirms that we are on the right track in developing ŠKODA's design language."

In addition to the design, the new ŠKODA Fabia sets standards in its segment in terms of technology and functionality. The small car is exceptionally eco-friendly and features top technology from higher vehicle classes. ŠKODA is well known for above-average amount of space and this model is no exception, with the largest boot in the small-car segment and the highest practicality, featuring up to 19 'Simply Clever' solutions.



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The perfect blend of emotion and functionality has won over the market: Over the first two months of 2015, deliveries of the Fabia increased 11.7% in Western Europe and 32.7% in Central Europe.

This is the eighth time that ŠKODA has won the Red Dot Award. The brand's first model to receive the prize was the ŠKODA Octavia Combi (estate) in 2006. In 2007 the coveted seal of quality went to the ŠKODA Roomster, and in 2008 the second generation ŠKODA Fabia won the award. In 2010 there were two models to receive the Red Dot: the ŠKODA Yeti and ŠKODA Superb Combi (estate). In 2013 the design award went to the compact saloon ŠKODA Rapid, and finally last year to the ŠKODA Rapid Spaceback.

## For more information:

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

David Haidinger,  
Product Communications  
T +420 326 811 737  
[david.haidinger@skoda-auto.cz](mailto:david.haidinger@skoda-auto.cz)

## Media image:



### ŠKODA Fabia

The all-new small car has received the converted 'Red Dot Award' for its outstanding product design.

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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 25,900 people globally and is active in more than 100 markets.