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ŠKODA VisionSea just an April Fools'

- › ŠKODA sets the record straight: 'ŠKODA VisionSea' motor yacht not real
- › Fact: New ŠKODA Superb features design elements from pioneering 'ŠKODA VisionC' study

Mladá Boleslav, 2 April 2015 – ŠKODA does not have any plans to start manufacturing speed boats. The press release published on 1 April, announcing the launch of a 'ŠKODA VisionSea' motor yacht was an April Fools' joke. The carmaker would like to clarify this once again today.

Several points raised in the press realises were, however, true; in addition to the functional strengths associated with the brand, ŠKODA's model range is becoming more emotionally appealing with an increased emphasis on modern and expressive designs. The car manufacturer has not ruled out expanding the model range even further. However, ŠKODA's growth strategy will not be extended into the field of speed boat construction.

The Czech brand's new, expressive design language, however, is an impressive reality. The new ŠKODA Superb has revolutionised the brand's design. ŠKODA's new flagship incorporates several design elements from the 'ŠKODA VisionC' show car into series production. The result is a model that will make other motorists look twice – more clear-cut, confident and expressive than ever. At the same time, the new Superb demonstrates the manufacturer's ability to build on their fundamental values of spaciousness and practical solutions.

The launch of the new ŠKODA Superb marks a highlight in the most comprehensive model campaign of the Czech carmaker's 120-year history. The model will be available on European markets in June this year.

For more information:

Bernd Abel,
Head of Product Communications
T +420 326 811 731
bernd.abel@skoda-auto.cz

David Haidinger,
Product Communications
T +420 326 811 737
david.haidinger@skoda-auto.cz



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Media image:



ŠKODA Superb

The new ŠKODA Superb has revolutionised the brand's 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.