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# ŠKODA sells over 100,000 cars for the first time in March; best month and best first quarter ever

- › **Record quarter: 265,100 ŠKODA deliveries (up 7.2%)**
- › **Record month: ŠKODA sells more than 100,000 cars in one month for the first time, with 102,100 cars sold in March**
- › **ŠKODA grows in Europe and China in the first three months of 2015**
- › **Double-digit increase in new ŠKODA Fabia sales in Central Europe**

**Mladá Boleslav, 13 April 2015 – ŠKODA have reaffirmed their path of growth with the best first quarter and the best month in the company's 120-year history. Between January and March 2015, the Czech carmaker delivered 265,100 vehicles to customers – 7.2% more than in the same period last year, and a new record for the first three months of a year. The brand even achieved a new record in the month of March alone: for the first time in one calendar month, the brand passed the 100,000 cars-sold mark – in fact, 102,100 people opted for a ŠKODA last month. The new ŠKODA Fabia has received a very warm reception by customers across Central Europe with an increase in sales well into double figures. In June the new ŠKODA Superb is set to be the next milestone in ŠKODA's model campaign.**

ŠKODA's success has seamlessly continued from 2014 into the first quarter of 2015. Last year the company sold more than one million cars around the world for the first time. "Having the best first quarter and selling more than 100,000 vehicles in a single month is a good foundation for the brand's further development. Nevertheless, we continue to expect a challenging year for the automotive industry. The situation in some markets, particularly in Russia, remains tense," says ŠKODA Board Member for Sales and Marketing, Werner Eichhorn.

ŠKODA recorded growth in **Western Europe** in March and in the first quarter. In March deliveries increased 2.6% to 46,600 vehicles (March 2014: 45,500). In the first three months of the year, the brand's sales increased 1.6% to 106,000 vehicles sold (first quarter of 2014: 104,400). ŠKODA's market share reached 3.15%. In ŠKODA's second-strongest market, **Germany**, the brand grew 6.9% to 15,500 vehicles sold (March 2014: 14,500) and in the first quarter to 36,100 vehicles (2014: 34,800). ŠKODA thus reaffirms their number-one position among imported brands on the German market with an overall market share of 4.78% at the end of March. The manufacturer achieved double-digit growth in March in Spain (2400 vehicles; up 35.8%), Sweden (1300 vehicles; up 19.3%), Ireland (1200 vehicles; up 23.4%), Finland (1100 vehicles; up 10.4%) and Norway (700 vehicles; up 18.3%).

In **Eastern Europe**, including Russia, ŠKODA sold 7100 vehicles in March (March 2014: 10,700). In the first quarter, the brand delivered 22,300 vehicles to customers (first



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quarter of 2014: 26,500). ŠKODA's market share had risen to 4.88% by the end of March after 3.82% in the first quarter of 2014. On the challenging market in **Russia**, ŠKODA sold 4600 vehicles in March (March 2014: 7800), in the first quarter 15,300 vehicles (January to March 2014: 18,900). ŠKODA's share of the Russian market increased to 4.31% in the first quarter (first quarter of 2014: 3.34%). In March, ŠKODA achieved double-digit growth in Romania (700 vehicles; up 23.6%), Serbia (500 vehicles; up 10.7%) and Bulgaria (200 vehicles; up 16.5%).

ŠKODA recorded significant growth in **Central Europe**. In March, the brand sold 15,300 vehicles – an increase of 14.3% over March last year (13,400). In the first quarter, ŠKODA's deliveries increased 15.3% to 43,200 vehicles (first quarter of 2014: 37,400). ŠKODA's market share had risen to 21.36% by the end of March (January to March 2014: 19.18%). In their Czech home market, ŠKODA's sales increased by 30.7% to 7300 units in March (March 2014: 5600), and in the first quarter by 28.5% to 20,200 vehicles (first quarter of 2014: 15,800). ŠKODA also achieved double digit growth in March in Hungary (1000 vehicles; up 31.2%) and Slovenia (500 vehicles; up 36.0%).

ŠKODA is also experiencing dynamic growth in **China**. The manufacturer's sales increased 24.4% to 25,200 vehicles in March on their strongest individual market (March 2014: 20,300). ŠKODA's deliveries increased 15.6% to 71,700 vehicles in the first quarter (January to March 2014: 62,000 vehicles). By the end of March, ŠKODA's share of the Chinese market had risen to 1.47%. ŠKODA also achieved high rates of growth in Turkey (2100 vehicles; up 183.8%), Egypt (700 vehicles; up 45.5%), Australia (400 vehicles, up 52.1%) and Taiwan (200 cars; up 38.1%). In India, the manufacturer sold 1500 vehicles in March (March 2014: 1700). In the first quarter, 4100 Indian customers opted for a ŠKODA (January to March 2014: 4700).



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## ŠKODA's deliveries to customers in March 2015 (in units, rounded off, by model; +/- in percent compared to March 2014):

ŠKODA Octavia (40,300; +18.9%)  
 ŠKODA Rapid (20,500; +24.2%)  
 ŠKODA Fabia (16,800; -7.4%)  
 ŠKODA Yeti (9300; -15.8%)  
 ŠKODA Superb (7200; -14.7%)  
 ŠKODA Roomster (3300; +12.4%)  
 ŠKODA Citigo (only sold in Europe: 4500; -8.8%)

## ŠKODA's deliveries to customers in the first quarter of 2015 (in units, rounded off, by model; +/- in percent compared to the same period in 2014):

ŠKODA Octavia (111,900; +18.1%)  
 ŠKODA Rapid (55,500; +23.1%)  
 ŠKODA Fabia (38,600; -10.9%)  
 ŠKODA Yeti (23,000; -0.3%)  
 ŠKODA Superb (18,900; -16.2%)  
 ŠKODA Roomster (7700; -0.5%)  
 ŠKODA Citigo (only sold in Europe: 9600; -10.7%)

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### Media image:



### ŠKODA sells over 100,000 cars for the first time in March

ŠKODA have reaffirmed their path of growth with the best first quarter and the best month in the company's 120-year history. The new ŠKODA Fabia has received a warm reception by customers across Central Europe with an increase in sales well into double figures.

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

