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The new ŠKODA Superb and its legendary predecessor: Exhibition at ŠKODA Museum

- › **Exclusive: ŠKODA's new flagship on show at ŠKODA Museum in Mladá Boleslav**
- › **Vintage car from mid-1930s shows brand's tradition in luxury vehicles**
- › **Legendary cars from the heart of Europe demonstrate Bohemian engineering skill**

Mladá Boleslav, 17 April 2015 – The ŠKODA Museum in Mladá Boleslav will be dedicated to a special exhibition featuring the new ŠKODA Superb between 21 April and 3 May 2015. The two-week exhibition 'ŠKODA Superb: An Icon of Luxury', will give visitors the opportunity to immerse themselves in the present achievements and historical tradition of the Czech car manufacturer. The great predecessor to the Superb from the 1930s will be on display alongside the brand's new flagship.

Following its world premiere in Prague's Karlín Forum and exhibition debut at the International Motor Show in Geneva, the new generation of the ŠKODA Superb is now on public display at the modern and multifunctional ŠKODA Museum in Mladá Boleslav. "Visitors can look forward to an exclusive exhibition, combining the innovative technology and modern design of ŠKODA's new flagship with the nobility of the legendary ŠKODA cars from the 1930s," says Andrea Frydlová, Director of the ŠKODA Museum.

The ŠKODA Superb has always been the benchmark for the brand's performance. That is why launching the new ŠKODA Superb is a particularly important event for the brand. ŠKODA's history shines with an array of magnificent vehicles. In designing their new flagship, ŠKODA has made a direct connection to this rich tradition.

ŠKODA is one of the world's longest-established car companies. Their expertise is based on 120 years of tradition and experience in vehicle manufacture, Bohemian craftsmanship and engineering skill, the experience of a knowledgeable workforce and the mastery of the Volkswagen Group.

Heritage and future of the brand

Under the brand's current model campaign, the new ŠKODA Superb is the first car to make a direct connection to the ŠKODA's exclusive pre-war vehicles: ŠKODA Superb limousines were truly exceptional automobiles in the 30s and 40s. Upholding this tradition is a great commitment for ŠKODA. The company's founding fathers, Václav Laurin and Václav Klement, worked under the principle that 'only the best is good enough for our customers.' This is now a matter of course for ŠKODA – the new ŠKODA Superb personifies this message today.



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This car demonstrates where ŠKODA stands today, proves the design and engineering expertise of the brand, and shows their dynamic development. Customers' demands are increasing, and consistently better ŠKODA cars are winning over new customers to the brand. A ŠKODA will always offer something special in its market segment. This is particularly true of ŠKODA's flagship – the new ŠKODA Superb.

Inspired by the Latin word 'superbus' meaning 'proud' or 'stately', a ŠKODA model bearing the Superb badge first rolled into the spotlight in late 1934. The 5.50-meter-long ŠKODA Superb 640 is powered by a 55 hp straight six-cylinder 2,492 cc engine. A total of five ŠKODA Superb types were produced between 1934 and 1949: ŠKODA 640 Superb (1934-1936), ŠKODA Superb (Type 902; 1936-1937), ŠKODA Superb (Type 913; 1936-1939), ŠKODA Superb OHV (Type 924; 1938-1949) and ŠKODA Superb 4000 (Type 919; 1939-1941). Over 2500 Superbs had been produced by 1949.

In addition to the new ŠKODA Superb, there are many historical automotive gems on display at the museum: the two-tone ŠKODA Superb 640 built in 1935 with a six-cylinder engine is one of the oldest-preserved exhibits, the equally majestic black Superb 3000 OHV produced in 1939 symbolises ŠKODA's tradition of building prestigious saloons.

The exhibition runs from 21 April to 3 May at the ŠKODA Museum in Mladá Boleslav: 09:00 – 17:00 daily and covered under the usual museum admission prices.

For more information:

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Media images:



The new ŠKODA Superb and its legendary predecessor – exhibition at ŠKODA Museum

The new generation ŠKODA Superb on public display after its Geneva Motor Show premiere.

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Representing ŠKODA's tradition of producing luxury vehicles – the Superb 640 built in 1935 (left) and the Superb 3000 OHV produced in 1939.

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Exhibition

The exhibition will be presenting the new ŠKODA Superb in the company of eponymous old-timers, and will be open to the public from **21 April to 3 May 2015** at the ŠKODA Museum's Laurin & Klement Forum assembly.

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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.