



Press Release, Page 1 of 3

Home Game: New ŠKODA Superb is automotive flagship of IIHF Ice Hockey World Championships in Czech Republic

- › **Premiere for the new flagship: New ŠKODA Superb used for first time at IIHF Ice Hockey World Championship in Czech Republic**
- › **50 ŠKODAs in Czech national colours: 14 new ŠKODA Superbs and 36 ŠKODA Octavia estates taking officials and guests from A to B**
- › **Cars named after Czech and Czechoslovakian legends in ice hockey**
- › **ŠKODA Powerplay: Shuttles, vehicle presentations, logo placements, jersey advertising for three teams, and smartphone app**
- Record: Longest main sponsorship in history of sports world championships; ŠKODA official main sponsor of IIHF Ice Hockey World Championship since 1992**

Mladá Boleslav/Prague, 23 April 2015 – ŠKODA will be sponsoring the IIHF Ice Hockey World Championship this year for the 23rd time. However, there is something extra special about 2015: The IIHF Ice Hockey World Championships will be taking place in ŠKODA's home country – the Czech Republic. In addition, the new ŠKODA Superb will be used as a shuttle vehicle just a few weeks before its official market launch. In Prague today, the company handed over the keys for the official World Championship fleet, consisting of 14 new ŠKODA Superbs and 36 ŠKODA Octavia estates to be used by the IIHF WM Organisation Committee.

The annual fight for the ice hockey crown will be taking place this year between 1 and 17 May in the Czech capital of Prague (O2 arena) and in the Eastern Czech town of Ostrava (ČEZ ARÉNA). ŠKODA has been the official main sponsor of the IIHF Ice Hockey World Championships since 1993. This makes ŠKODA's commitment the longest main sponsorship in the history of sports world championships. The brand will be able to reach out to around 800 million TV viewers around the world through numerous activities, such as providing the shuttle service and supporting individual national teams.

"Ice hockey is the central pillar of our sponsorship strategy," says Werner Eichhorn, ŠKODA Board Member for Sales and Marketing. "This year, our commitment is particularly important for us: Firstly, the world championship is taking place in our home country, and secondly, it's going to be the first time our new flagship – the new ŠKODA Superb – will be used at an official event. This is going to be a huge event on home turf where we'll be waving the flag high and highlighting the strength of the brand."

In providing the comprehensive shuttle service, ŠKODA will be chauffeuring officials and guests in 14 new Superbs and 36 ŠKODA Octavia estates. Especially for the occasion,



Press Release, Page 2 of 3

the cars are going to be painted in the national colours of white, red and blue. They are also individually 'branded' with the names of Czech and Czechoslovakian ice hockey legends, like Jiří Holeček, Ivan Hlinka, Dominik Hašek and Jaromír Jágr. The shuttle cars will be used primarily for transporting people between the two arenas, the airport, hotels and other destinations.

ŠKODA has a long-standing tradition of taking IIHF WM officials and guests from A to B. The fleet of between 40 and 50 vehicles have covered around six million kilometres over the past 23 years at world championship events without ever breaking down even once. On average, the ŠKODA fleets travels almost 250,000 kilometres at each world championships.

In addition to providing the fleet of vehicles, ŠKODA will be an ever-present icon in Prague and Ostrava. A further 20 vehicles will be presented at the World Championship arenas.

ŠKODA's logo will be positioned in eye-catching places on the surface of the ice and around the stands. Additionally, three international teams will be darting around the rink bearing the ŠKODA logo on their helmets and jerseys: the Czech Republic, Slovakia and USA.

A great way for ice hockey fans around the world to stay ahead of the game is the 'IIHF app powered by ŠKODA'. The app supported by ŠKODA provides all the information about the championships as in previous years, and is available for free download on Android, iOS, Windows and Blackberry platforms.

For more information:

Vítězslav Kodým,
Sponsorship & Classic Communications
P +420 326 8 11784
vitezslav.kodym@skoda-auto.cz

Tomáš Kubík,
Corporate Communications
T +420 326 811 749
tomas.kubik@skoda-auto.cz

Media images:



ŠKODA is official main sponsor of IIHF Ice Hockey in Czech Republic

In Prague today, the company handed over the keys for the official World Championship fleet, consisting of 14 new ŠKODA Superbs and 36 ŠKODA Octavia estates to be used by the World Championship Organisation Committee.

[Download](#)

Source: ŠKODA AUTO





Press Release, Page 3 of 3



ŠKODA is official main sponsor of IIHF Ice Hockey in Czech Republic

Especially for the occasion, the cars are painted in the national colours of white, red and blue. They are also going to be individually 'branded' with the names of Czech and Czechoslovakian ice hockey legends, like Jiří Holecěk, Ivan Hlinka, Dominik Hašek and Jaromír Jágr.

[Download](#)

Source: ŠKODA AUTO



Video: ŠKODA is official main sponsor of IIHF Ice Hockey in Czech Republic

In Prague today, ŠKODA handed over the keys for the official World Championship fleet, consisting of 14 new ŠKODA Superbs and 36 ŠKODA Octavia estates to be used by the World Championship Organisation Committee.

[Download](#)

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.

