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# ŠKODA at the IIHF Ice Hockey World Championships in the Czech Republic: Great cars, lots of action

- › **Model Powerplay:** ŠKODA presents new ŠKODA Superb and current ŠKODA range in front of the World Cup arenas in Prague and Ostrava
- › **ŠKODA Entertainment:** air hockey, dance shows, competitions, giveaways
- › **All information at a glance:** Updates and background at [www.skoda-hockey.com](http://www.skoda-hockey.com)
- › **Exclusive World Championship fleet:** 50 ŠKODAs –new Superb and Octavia estate
- › **ŠKODA official main sponsor of Ice Hockey World Championships since 1992;** longest main sponsorship in the history of sports world championships

**Mladá Boleslav, 29 April 2015 – Visitors to the IIHF Ice Hockey World Championship in the Czech Republic can look forward to exciting sport and fantastic car shows and lots of fun-packed action thanks to the official sponsor - ŠKODA. Just a few days before its official model launch, the carmaker will be presenting their brand new flagship ŠKODA Superb in front of the arenas alongside their current model range. ŠKODA will also be pulling out all the stops with entertainment and fun events for the fans: air hockey games, dance shows, contests, giveaways and online services.**

ŠKODA has been the official sponsor of the IIHF Ice Hockey World Championships since 1992. This makes ŠKODA's commitment the longest-running main sponsorship in the history of sports world championships. With their strong vehicle fleet, prominent logo placement on and around the ice rink as well as on three teams' jerseys and helmets, ŠKODA will be an ever-present icon at the world championship. In addition, the ŠKODA team has put together a great on-site entertainment programme including car shows and competitions.

ŠKODA will be presenting their model range in front of the arenas, including their brand new flagship – the ŠKODA Superb. ŠKODA's completely redesigned top model will be launched on the Czech and other markets in June. In addition, ŠKODA's events team has a great programme in store. Ice hockey fans can compete against each other at ŠKODA air hockey in the arenas in Prague and Ostrava. The ŠKODA Ice Girls will be heating up the action with dance performances before each game.

Fans will also be able to win some great prizes, including tickets for individual matches and the championship final by taking part in ŠKODA's ice hockey quiz. ŠKODA promotion teams will be giving away little gifts and merchandise to the crowds. A website has been set up by ŠKODA featuring current information and background info on the world of ice hockey at [www.skoda-hockey.com](http://www.skoda-hockey.com).



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This year's IIHF Ice Hockey World Championship takes place from 1 to 17 May in Prague (O2 Arena) and in Ostrava (CEZ Arena). ŠKODA's main role in the championships this year will be in providing the official IIHF vehicle fleet. This will also mark the new ŠKODA Superb's first official appearance on the road. ŠKODA will be providing the organisers with 50 cars: 14 new ŠKODA Superbs and 36 ŠKODA Octavia estates. Given that the world championships are being held in ŠKODA's home country, the cars are painted in the Czech national colours of blue, white and red – they each bear the names of Czech and Czechoslovakian ice hockey heroes.

### For more information:

Vítězslav Kodým  
Sponsorship & Classic Communications  
P +420 326 8 11784  
[vitezslav.kodym@skoda-auto.cz](mailto:vitezslav.kodym@skoda-auto.cz)

Tomáš Kubík  
Corporate Communications  
T +420 326 811 749  
[tomas.kubik@skoda-auto.cz](mailto:tomas.kubik@skoda-auto.cz)

### Media image:



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

Especially for the occasion, the cars are painted in the national colours of blue, white and red. 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.

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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.