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Success in the compact segment: 500,000 ŠKODA Rapids produced

- › ŠKODA Rapid is ŠKODA's second best-selling series; 12.3% sales increase by end of May
- › International success: Production in Czech Republic, China, Russia and India
- › Now even better: ŠKODA Rapid and Rapid Spaceback score with increased connectivity, enhanced safety and assistance systems, and new engines

Mladá Boleslav, 30 June 2015 – ŠKODA has manufactured the 500,000th ŠKODA Rapid. The milestone vehicle – a ŠKODA Rapid Spaceback in red – ran off the production line at ŠKODA's main factory Mladá Boleslav today. Both the saloon and hatchback versions of the Rapid Spaceback have been very well received by customers, and the Rapid is now ŠKODA's second best-selling series. A few weeks ago, the ŠKODA Rapid and Rapid Spaceback received several upgrades: increased connectivity, enhanced safety and assistance systems, and new, environmentally friendly EU-6 engines.

"As ŠKODA's second best-selling series, the Rapid is an important pillar of our international growth strategy. By releasing these current upgrades in technology and engines, we have now made the series even more attractive," says Werner Eichhorn, ŠKODA Board Member for Sales and Marketing.

The ŠKODA Rapid saloon has been on the market since 2012 in Europe, with the Spaceback following in late 2013. In addition, ŠKODA has had an India-specific Rapid version on the Indian market since 2011. Around the world, ŠKODA delivered 91,400 ŠKODA Rapids to customers in the first five months of this year – an increase of 12.3% over the same period last year.

With the launch of the ŠKODA Rapid saloon – which at the time was a 'new class of ŠKODA' – the Czech car manufacturer set a new standard in the class of compact saloons in mid-2012, completing the range in the compact segment between the Fabia and Octavia. This was the first of ŠKODA's series-production models to sport the brand's new design language. The Rapid Spaceback introduced one year later marked the brand's entry into the strategically important compact hatchback segment.

As can be expected from a ŠKODA, the Rapid and Rapid Spaceback boast lots of room, high functionality, modern technology, and a host of 'Simply Clever' innovations. In addition to the generous interior, both versions of the model feature attractive designs; for their outstanding product design, the Rapid and Rapid Spaceback have each been presented with the Red Dot Design Award – one of the most internationally acclaimed design awards.



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ŠKODA has recently enhanced the Rapid series for the launch of the new model year. Since May, the ŠKODA Rapid and Rapid Spaceback have featured enhanced connectivity, safety and eco-friendliness.

There are now new, modern infotainment systems available based on the latest generation of the modular infotainment kit from Volkswagen (MIB II). SmartLink is now available to link the Rapid to a smartphone or tablet. ŠKODA's SmartGate interface can be used to retrieve useful data on the vehicle to then be displayed on your smartphone.

In terms of safety, the Rapid and Rapid Spaceback are now available with a range of new assistance systems, including Front Assist, multi collision brake, Trailer Stability Assist, fatigue detection, park distance control front and rear, LED daytime running lights, Light Assist and the automatic start and lock system KESSY.

In addition, the ŠKODA Rapid model family has been completely converted to modern, environmentally friendly EU-6 engines.

As a pillar of ŠKODA's growth strategy, the ŠKODA Rapid has been an international success story. In addition to the production at the main factory in Mladá Boleslav, the Rapid is also produced at the sites in Yizheng (China), Kaluga (Russia) and Pune (India).

Production figures by model (rounded)		Production figures by site (rounded)	
Rapid	116,500	Mladá Boleslav	219,600
Rapid Spaceback	103,100	Yizheng/China	188,000
Rapid India	57,900	Kaluga/Russia	35,200
Rapid Russia	35,200	Pune/India	57,900
Rapid China	158,100		
Rapid Spaceback China	29,900		

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Media image:



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500,000th anniversary vehicle of the series ŠKODA Rapid – ŠKODA Rapid Spaceback and its predecessor, a Rapid from 1934.

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Source: ŠKODA AUTO



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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 offers the following models in the range: Citigo, Fabia, 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.

