



Press Release, Page 1 of 3

Change in ŠKODA Board of Management

- › **Bernhard Maier, new ŠKODA CEO**
- › **Current ŠKODA CEO Prof. Dr. Winfried Vahland will take over all responsibility for Volkswagen Group's newly formed North American Region (NAR)**

Mlada Boleslav, 25 September 2015 – After five successful years of its growth and model campaign, ŠKODA will now see some changes at the top. On 1 November 2015, Bernhard Maier (55), current Board Member for Sales and Marketing at Porsche AG, will become the brand's new CEO. At the same time, the current CEO Prof. Dr. Winfried Vahland (58) will take over all responsibility for Volkswagen Group's newly formed North American Region (NAR).

Bernhard Maier, a car man through and through, who has been closely connected to cars ever since his youth, will take over as CEO. After completing his training as a car mechanic and then obtaining his qualification as a master mechanic, he studied business management in Calw. After working for Nixdorf, Maier joined the BMW AG sales organisation in 1988, assuming various management positions at home and abroad. In June 2001, Maier joined Porsche and ran the company's domestic sales subsidiary. In 2010, he took over the position of Board Member for Sales and Marketing. As the new ŠKODA CEO, he will continue to press ahead with developing the ŠKODA brand even further.

Bernhard Maier will take over as CEO from Prof. Dr. Winfried Vahland, who in the previous years led the brand into a new dimension with its biggest growth and model campaign ever. "It wasn't an easy decision for me to take up a new position within the group after over five eventful, successful and wonderful years," said Prof. Dr. Winfried Vahland. "ŠKODA is really very special. An essential part of this is the large ŠKODA family, as well as the brand's power and dynamism," said Prof. Dr. Winfried Vahland.

With recent sales of over 1 million cars and presence in more than 100 markets, ŠKODA is now established as an international volume brand. With their design and modern technology, ŠKODA cars have now reached top positions in their segments. On 1 November 2015, Prof. Dr. Winfried Vahland will take over all responsibility for Volkswagen Group's newly formed North American Region (NAR), and in this role he will also be a member of the Volkswagen passenger car brand's Board of Management.

Further information:

Peik von Bestenbostel
Head of Communications
T +420 326 811 88

peik.von.bestenbostel@skoda-auto.cz

Jozef Baláž
Head of Corporate Communications
T +420 326 811 773

jozef.balaz@skoda-auto.cz



Press Release, Page 2 of 3

Media images:



Bernhard Maier, new ŠKODA CEO

On 1 November 2015, Bernhard Maier (55), current Board Member for Sales and Marketing at Porsche AG, will become the brand's new CEO.

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Source: ŠKODA AUTO



ŠKODA CEO Prof. Dr. Winfried Vahland takes over as Head of Group Management for newly established Volkswagen Group North American Region

After five years of successful growth and new models, there is to be a reshuffle in ŠKODA senior management: As of 1 November 2015, the current CEO Prof. Dr. Winfried Vahland (58) will be taking over as Head of Group Management for the newly established Volkswagen Group North America (NAR).

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Press Release

, Page 3 of 3

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, Roomster, 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.