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# As strong as a bear: ŠKODA's large SUV is called Kodiaq

- › The name refers to the Kodiak bear that lives on an island near Alaska, and the way of spelling it is derived from the language of the natives
- › The design of ŠKODA's new large SUV conveys strength and protection
- › Size, strength, family spirit – Bear and car have strengths in common
- › 'Discover new grounds': The ŠKODA Kodiaq debuts in the second half of the year, and heralds the Czech brand's global SUV campaign

**Mladá Boleslav, 6. May 2016 – ŠKODA's new large SUV is to be called Kodiaq. The name refers to the Kodiak bear that lives on the homonymous island off the southern coast of Alaska; its spelling is derived from the language of the indigenous people – the Alutiiq. ŠKODA will be launching their new model campaign in the SUV segment with this new model that will be presented to the public in the second half of 2016.**

Living alongside around 14,000 people on Kodiak Island – a harsh yet fascinating landscape located off the southern coast of Alaska (57°N 153°W) – there are around 3500 Kodiak bears. The Alutiiq, the natives, call the bear Taq uka 'aq – the letter "q" at the end is characteristic of animal names. By including this in the model designation of the new large SUV, ŠKODA proves their respect for the Alutiiq language. At the same time, the "q" creates a distinctive name for the unique new ŠKODA.

Size, strength and command of the great outdoors – the eponymous bear and the ŠKODA Kodiaq share common traits. ŠKODA's new SUV, at 4.70 metres long, can comfortably seat seven and performs excellently both on and off the beaten track. The hidden power of the predator can also be seen in the design of the ŠKODA Kodiaq – its distinctive, muscular lines representing dynamism, robustness and protective strength.

Another parallel between the Kodiak bear and the new ŠKODA Kodiaq is their family spirit. Standing up to three metres tall and weighing around 400 kilograms, Kodiak males are one of the largest and strongest bear species. In contrast to some other species, they live peacefully and socially: They form social bonds, share experiences other and play together. Some Kodiak bears will even share their best locations for catching salmon. This is where these intelligent animals develop "Simply Clever" tricks and techniques, just like the many operating solutions of ŠKODA cars.

'Discover new ground' – this is the motto under which the Czech carmaker will be launching the ŠKODA Kodiaq. The model marks the beginning of the brand's new SUV campaign, and will attract new consumer groups in the fast-growing SUV segment. The ŠKODA Kodiaq celebrates its public debut in the second half of 2016, the launch is planned for early 2017.



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## Media images:



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ŠKODA's new large SUV is to be called Kodiaq. The name refers to the Kodiak bear that lives on the homonymous island off the southern coast of Alaska.

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Source: ŠKODA AUTO



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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 offers the following models in the range: Citigo, Fabia, Rapid, Octavia, Yeti and Superb.
- > in 2015 delivered more than 1 million vehicles to customers worldwide.
- > 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 26,600 people globally and is active in more than 100 markets.