



Press Release page 1 of 3

Jubilee: 100,000 third-generations ŠKODA Superbs produced

- › **Since 2001, more than 850,000 ŠKODA Superb models manufactured; 100,000 third-generation ŠKODA Superbs since March 2015**
- › **Brand's flagship in demand on European markets and China**
- › **Substantial investments into ŠKODA Kvasiny plant, and employee recruitment**

Mladá Boleslav/Kvasiny, 11 May 2016 – ŠKODA has produced 100,000 third-generation Superbs. The milestone vehicle ran off the assembly line at the ŠKODA plant in Kvasiny. Since the model was introduced in 2001, the Czech car manufacturer has produced more than 850,000 Superbs. The production capacity at Kvasiny was expanded and modernized for the production of ŠKODA's flagship. The top model inspires customers worldwide.

"The production of this highly modern car is a testament to the outstanding competence of the Kvasiny plant and its employees," says Michael Oeljeklaus, ŠKODA AUTO Board Member for Production and Logistics, adding: "The name Superb represents one of the best and most successful models in the automotive mid-class. The third-generation model will continue the Superb's success story in the coming months and years."

Since production began in March 2015, the new ŠKODA Superb has demonstrated the emotional power of the brand with its new design. ŠKODA has now produced a total of one hundred thousand ŠKODA Superbs of the third generation. Never before have such high demands been made on the design of a ŠKODA car, never before have so many new technologies gone into the development of a new model. Never before have there been so many new, 'Simply Clever' ideas, and never before have ŠKODA engineers created so much space for the driver, passengers and their luggage. There are a host of new assistance systems from higher vehicle classes ensuring increased safety, better environmental protection and higher comfort. The third-generation Superb is more powerful than ever before and, at the same time, up to 30 percent more economical thanks to the new EU-6 engines.

The success of this model has not only been demonstrated by the high number of orders from around the world, but also by receiving numerous awards such as the 'Red Dot Award' for excellent product design and the title 'Car of the Year' in many European countries.

Since 2001, the ŠKODA Superb model family has crowded ŠKODA's model range. This ties the Czech automaker to their tradition of great prestigious vehicles from Mladá Boleslav that was established in early 20th century. The Laurin & Klement FF, dating back to 1907, was the first eight-cylinder model in Central Europe. In the 1920s, the first president of Czechoslovakia Tomáš Garrigue Masaryk, among others, owned the luxurious ŠKODA Hispano-Suiza; the eight-cylinder ŠKODA 860 was an impressive sight



Press Release page 2 of 3

in the early 1930s. 1934 was the first year a prestigious ŠKODA model with the name 'Superb' rolled off the production line: the ŠKODA 640 Superb.

67 years later, in 2001, the ŠKODA Superb was once again at the top of ŠKODA's model range. To date, the automaker has produced more than 850,000 ŠKODA Superbs of the first, second and third generation. Customers have always appreciated this model's overall package: extremely generous space, timelessly elegant design, modern, tried and tested technology, high level of comfort, maximum safety, best functionality and excellent value for money have made ŠKODA's flagship synonymous with top quality from the Czech Republic. The first generation Superb (2001 to 2008) had the character of a classic notchback saloon and set new standards, especially in terms of space. The second model generation came out in 2008: A vehicle with new, versatile uses, more technology and a timelessly elegant design. The ŠKODA Superb has also been available as an estate since 2009, and the third-generation estate version of the Superb has been running off the production lines since June 2015.

At the Kvasiny plant, the company made significant investments into new production technology, assembly and logistics areas ahead of the new ŠKODA Superb's start of production. A total of CZK 1.7 billion went into the new body-construction line alone. The Kvasiny site is being prepared for the brand's SUV campaign. By 2018, ŠKODA intends to invest a total of CZK 7.2 billion into Kvasiny and create 2,000 new jobs. The production capacity will be gradually increased to 280,000 vehicles annually. Kvasiny is one of ŠKODA's three production sites in the Czech Republic. The site currently employs more than 5,000 people, and is one of the largest industrial employers in the Hradec Králové region.

For more information:

Jozef Baláž,
Head of Corporate Communications
T +420 326 811 773
jozef.balaz@skoda-auto.cz

Jana Bahníková,
Corporate Communications
T +420 326 811 738
jana.bahnikova3@skoda-auto.cz

Media image:



Jubilee: 100,000 third-generations ŠKODA Superbs produced

The milestone vehicle is a Superb in Business Grey metallic. 100, 000 third-generation ŠKODA Superbs have run off the assembly line since March 2015.

[Download](#)

Source: ŠKODA AUTO



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, 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.

