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ŠKODA strengthens future competence with new field of 'Digitisation'

- › ŠKODA strengthening activities in areas of 'Company-wide digitization', 'Connectivity/Connected Car' and 'Future Mobility Concepts'
- › Digitisation plays key role in every area of ŠKODA Strategy 2025
- › Digitisation will soon integrate all company departments as cross-function

Mladá Boleslav, 21 June 2016 – ŠKODA is strengthening the organisation with the new field of 'Digitisation'. In doing so, the Czech car maker is creating an important prerequisite to generate the solutions in response to technological change. Under the topic of digitisation, the main tasks include developing new products and mobility services. In addition, the field will strengthen the entire company in preparation for digital transformation.

"For decades, innovations in digital technology have been setting the pace in many areas of our lives and our industry," says ŠKODA CEO Bernhard Maier. "This development is happening with such force and penetration that it dwarfs everything the industry has experienced in the past. The car is only a part of the broader revolution. By utilizing innovative technologies we will make our customers' lives on the road easier, more effective and more interesting."

Digitisation is a key action point under ŠKODA's recently announced Strategy 2025. As a cross-function, this will involve all areas of the company - from the education and training of the workforce, vehicle development with the aid of modern virtual reality and 3D technologies, to car production according to guiding principle of industry 4.0. In the future, digitisation will have an increasingly strong influence on ŠKODA's traditional business sector of automobile manufacturing.

ŠKODA's CEO Bernhard Maier explains the implications of digitisation on the automotive industry by analogy with the evolution of the telephone: "Its invention meant a revolution for humanity because it would allow real-time voice communication over long distances. There are more telephones now than ever before. However, their nature and uses have completely changed. For the telecommunications industry, that meant completely transforming their business model. The automotive industry is awaiting a similar transformation."

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Source: ŠKODA AUTO

ŠKODA AUTO

- > is one of the longest-established vehicle manufacturers in the world. The company was founded in 1895 – during the pioneering days of the automobile. Today, the company's headquarters remain in Mladá Boleslav.
- > 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.

