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# Global Success: 2000 ŠKODA Dealerships in New Corporate Design

- > **Doğuş Oto Maslak in Istanbul becomes ŠKODA's 2000<sup>th</sup> dealership worldwide to be unveiled in new corporate design**
- > **Modern car dealership architecture puts the customer at the centre and the current model range in the limelight**

**Mladá Boleslav, 12 July 2016 – The global rebranding of all ŠKODA dealerships is in full swing. Just six months after the 1500<sup>th</sup>, the 2000<sup>th</sup> ŠKODA car dealership has now opened in the Czech carmaker's new corporate design in Istanbul. By the end of 2016, more than 80% of the nearly 3200 ŠKODA dealerships around the world will have switched over to the new look.**

Bright, contemporary, customer-friendly: As the 2000<sup>th</sup> sales location in the world, the ŠKODA dealership Doğuş Oto Maslak in Istanbul has introduced the brand's new corporate design. With a display area of 435 square meters, the dealership is one of the largest in Turkey. In addition, Doğuş Oto Maslak boasts a comprehensive range of services. As with all ŠKODA partners who have already switched to the new brand identity, visitors will benefit from the welcoming, bright and friendly atmosphere and spacious layout of the showroom.

Recent feedback about the modernized establishments proves that the new design has been very well received. Many car dealerships with the new corporate design are pleased with the sales growth in the areas of new and used vehicles, servicing, accessories, and original parts. The new look is also expected to have an effect on customer satisfaction.

Currently, ŠKODA partners in 42 countries gleam in the company's modern dealership architecture, including many in China, Taiwan and the United Arab Emirates. In several countries, such as the Czech Republic, Latvia, Estonia, Slovenia and Hungary the redesign has been completely implemented. In Germany – the second largest single market after China – almost all of the approximately 580 sales outlets will have finalized the new visual layout by the end of the year.

Personal, direct and open communication with the customer is at the centre of the new showroom concept. This is reflected in the overall look of the establishments that are designed to be inviting and transparent both outside and in. In achieving the best possible clarity, the architects' motto was: reduction to the essentials for the customer. The design is based on simple shapes, the ŠKODA-brand colours of elegant white and fresh green, and a modern lighting concept. Recognizable elements provide clear orientation. In terms of extended customer care, sales and service have been linked together more closely through redesigning the car dealerships and optimizing company structures and sales processes. 19% of ŠKODA's dealerships have been completely rebuilt, and almost half of those are in new locations.



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The new showroom corporate identity is an important pillar supporting ŠKODA's strategy. Over the last few years, the company has implemented the largest model campaign in its 121-year history; the most recent highlight being the introduction of the new ŠKODA SUPERB. ŠKODA is preparing the next big event in the current product campaign: Later this year, the brand will be bringing out a large SUV model – the ŠKODA KODIAQ.

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### Media images:



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Source: ŠKODA AUTO



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In accordance with the brand's 'human touch' strategy, personal, direct and open communication with the customer is at the centre of the new showroom concept.

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Source: ŠKODA AUTO





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## 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.

