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# ŠKODA designs glass trophies for the winners of the Tour de France

- › Crystal glass sculptures for the winners of the Tour de France are reminiscent of the company's beginnings 121 years ago
- › The trophies will be handed over to the winners in Paris on 24<sup>th</sup> July
- › This is ŠKODA's 13<sup>th</sup> year of sponsoring the Tour de France and second time as official partner of the green jersey for the leader of the points classification
- › As sponsor of arguably the toughest cycling race in the world, ŠKODA also provides the official 'Red Car' as well as 250 escort vehicles

**Mladá Boleslav, 19 July 2016 – The Tour de France is the highlight of the cycling season. This year marks ŠKODA's 13<sup>th</sup> time as official partner and vehicle partner of arguably the toughest cycling race in the world. Furthermore, the trophies that will be presented to the winners of this year's Tour de France in Paris on 24<sup>th</sup> July were also designed by a team from the Czech brand and are masterpieces of Czech glass art. In their work, the ŠKODA designers were inspired by the shape of a bicycle wheel – paying tribute to the company's origins in the manufacture of bicycles, 121 years ago.**

The Tour de France's 21 stages cover more than 3,519 kilometres and 28 climbs through 'La Grande Nation'. The winners' presentation takes place on 24<sup>th</sup> July on the Champs-Élysées – as well as the overall winner in the yellow jersey, the winner of the points classification in green, the best young rider in white as well as the best climber in the polka-dot jersey are also given the opportunity to celebrate in front of millions of cycling fans and can proudly raise their winner's trophies into the Parisian sky. ŠKODA CEO Bernhard Maier will take part in the ceremony.

The exclusive sculptures – designed by ŠKODA and made in the Czech Republic – were manufactured by the prestigious Czech company Lasvit. The 60-centimetre-high trophies, each weighing four kilograms, impress with their emotive shape that skilfully captures the shape of a wheel. In doing so, the designers pay homage to the beginnings of the ŠKODA brand: in 1895, Václav Laurin and Václav Klement founded a bicycle factory in the Bohemian town of Mladá Boleslav, the headquarters of the brand. Just ten years later, the 'Voiturette A' was the first automobile to roll out of the young company's workshop.

Just as in 2015, the trophy for the winner of the green jersey (points classification) is crafted from green glass. Background: ŠKODA once again takes centre stage as the partner of the green jersey for this year's Tour de France. Furthermore, the company is the official partner and vehicle partner of the Tour de France for the 13<sup>th</sup> time.

The awarding of trophies to this year's Tour winners is the culmination of ŠKODA's continued close involvement with the Tour de France. One highlight is the new ŠKODA



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SUPERB which again serves as the official 'Red Car' at the front of the race. The brand's formidable presence at the Tour de France is further enhanced by a large ŠKODA vehicle fleet. ŠKODA provides around 250 cars as escort vehicles – mainly the ŠKODA OCTAVIA COMBI and ŠKODA SUPERB.

Cycling is a key pillar of ŠKODA's sponsorship strategy. As well as the Tour de France and the Spanish cycling tour ('La Vuelta'), the car manufacturer supports other international cycling races, as well as numerous national and international events in grass-roots cycling. The brand's cycling presence underlines the special relationship it has with bicycles. The car manufacturer's founding fathers, Václav Laurin and Václav Klement, started the company's 121-year-long success story by building bicycles.

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### Media images:



### Glass sculptures for the winners of the 2016 Tour de France

In their work, the ŠKODA designers were inspired by the shape of a bicycle wheel – paying tribute to the company's origins in the manufacture of bicycles, 121 years ago.

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Source: ŠKODA AUTO



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### Masterpieces of Bohemian glass artistry

Just as in 2015, the trophy for the winner of the green jersey (points classification) is crafted from green glass. Background: ŠKODA once again takes centre stage as the partner of the green jersey for this year's Tour de France.

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Source: ŠKODA AUTO



### 60 centimeters tall, four kilograms in weight – trophies for the winners of the Tour de France

The trophies were co-designed by ŠKODA designer Peter Olah, and were hand-made by Bohemian artistic glassmiths.

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### 60 centimeters tall, four kilograms in weight – trophies for the winners of the Tour de France

The exclusive sculptures – designed by ŠKODA and made in the Czech Republic – were manufactured by the prestigious Czech company Lasvit.

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Source: ŠKODA AUTO





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### **60 centimeters tall, four kilograms in weight – trophies for the winners of the Tour de France**

The 60-centimetre-high trophies, each weighing four kilograms, impress with their emotive shape that skilfully captures the shape of a wheel. In doing so, the designers pay homage to the beginnings of the company.

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Source: ŠKODA AUTO



### **60 centimeters tall, four kilograms in weight – trophies for the winners of the Tour de France**

The trophies are masterpieces of Czech glass art. They reflect the successful fusion of tradition and modernity.

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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 the Czech town of Mladá Boleslav in 1895 – during the pioneering days of the automobile. Today, the company's headquarters remain in Mladá Boleslav.
- > currently offers the following model series: CITIGO, FABIA, RAPID, OCTAVIA, YETI and SUPERB.
- > in 2015 delivered more than 1 million vehicles to customers worldwide in more than 100 markets.
- > has been part of Volkswagen Group since 1991. ŠKODA, in association with the Group, independently manufactures and develops vehicles as well as components such as 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 with local partners.
- > employs over 26,600 people globally.