



Press Release, Page 1 of 3

ŠKODA KODIAQ Leading Field to Finish at Tour de France

- › ŠKODA SUV to make guest appearance at final stage in Paris
- › New red, grey and black camouflage
- › ŠKODA thirteenth time official sponsor of Tour de France
- › ŠKODA SUPERB leading the racing field as Red Car; ŠKODA provided 250 organisational and support vehicles as well as more than 50 team cars

Mladá Boleslav/Paris, 21 July 2016 – ŠKODA KODIAQ is getting ready for a guest appearance at this year's Tour de France grand finale. The new SUV by ŠKODA is set to lead the racers through the legendary Paris boulevard of Champs-Élysées to the finishing line at the race's concluding stage next Sunday.

ŠKODA KODIAQ is currently in intense preparations for its appearance in the last stage of the Tour de France from Chantilly to Paris. Sporting a new image, the car is going to lead the pack along the legendary Champs-Élysées boulevard to the finish. And it will be carrying a truly prominent driver behind the steering wheel: the Irish former professional road racing cyclist Stephen Roche, winner of the Tour from 1987 and ŠKODA brand ambassador.

First photos of the new ŠKODA KODIAQ published by the Mladá Boleslav car manufacturer present the new SUV covered in white, grey and black camouflage. The red, grey and black edges of the new camouflage style inspired by ŠKODA's new design language and introduced together with three-dimensional elements had been designed and manufactured exclusively for the special appearance. Around 14.000 facets featured on the vehicle in total hint at the contours and character of the ŠKODA SUV boasting typical all-rounder qualities. It took four specialists 120 hours to apply close to 21 m² of foil on the new ŠKODA KODIAQ, adjusting it visually to the Tour's Red Car, the ŠKODA SUPERB in the shade Corrida Red. The Red Car serves as a mobile control centre of the Tour de France and is used by the race Director Christian Prudhomme.

ŠKODA KODIAQ will make its run at the Tour de France still in disguise only to show itself to the world for the first time during its Berlin premiere on 1 September. A few weeks later it will be introduced at the Paris Motor Show. ŠKODA KODIAQ launches the Czech car maker's model offensive in the SUV segment. The KODIAQ is an embodiment of all the virtues typical of the brand, including a distinct design full of character as well as exceptional spaciousness of the interior, high degree of functionality and Simply Clever solutions.

With 4.7 metres in length the all-round SUV offers the largest boot space in its class and a customizable third row of seats. Extensive connectivity options, modern driver assist systems and future oriented infotainment are among the many highlights of the new ŠKODA KODIAQ, which will go on sale in early 2017.



Press Release, Page 2 of 3

The name ŠKODA KODIAQ originates from the species of Kodiak bears living on the eponymous island on the south coast of Alaska. Size, strength, sense of family and outdoor skills are character qualities shared by both the bears and the SUV by ŠKODA.

ŠKODA is supporting the Tour de France for thirteenth consecutive time as official partner. In addition, the brand is once again the sponsor of the Green Jersey worn by the leader of the point classification. At the same time, ŠKODA is the official vehicle partner of the race, providing a total of 250 cars as organizational and support vehicles as well as more than 50 team cars this year. During its almost three-week service the ŠKODA fleet will cover around 2.8 million kilometres. The 103rd Tour de France will take the riders over 3,519 kilometres in 21 stages.

Cycling holds special significance for ŠKODA, as it literally runs in the company's blood. 121 years ago in Mladá Boleslav the company's founding fathers Václav Laurin and Václav Klement started with the construction of bicycles. At present Tour de France forms the peak of ŠKODA's extensive sponsorship activities.

Further information:

Silke Rosskothén
Head of Product Communication
P +420 326 811 731
silke.rosskothen@skoda-auto.cz

Ann Harder
Product Communication
P +420 326 811 769
ann.harder@skoda-auto.cz

Media images:



ŠKODA KODIAQ Leading Field to Finish at Tour de France

ŠKODA KODIAQ is currently in intense preparations for its appearance in the last stage of the Tour de France from Chantilly to Paris. Sporting a new image, the car is going to lead the pack along the legendary Champs-Élysées boulevard to the finish.

[Download](#)

Source: ŠKODA AUTO



ŠKODA KODIAQ Leading Field to Finish at Tour de France

The red, grey and black edges of the new camouflage style inspired by ŠKODA's new design language and introduced together with 3D elements had been designed and manufactured exclusively for the special appearance.

[Download](#)

Source: ŠKODA AUTO



Press Release, Page 3 of 3

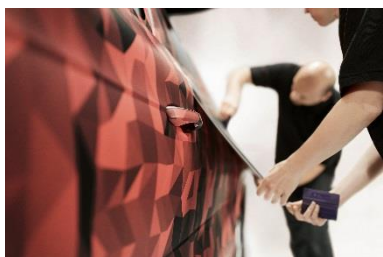


ŠKODA KODIAQ Leading Field to Finish at Tour de France

Around 14.000 facets featured on the vehicle in total hint at the contours and character of the ŠKODA SUV boasting typical all-rounder qualities.

[Download](#)

Source: ŠKODA AUTO



ŠKODA KODIAQ Leading Field to Finish at Tour de France

ŠKODA KODIAQ is getting ready for a guest appearance at this year's Tour de France grand finale. The new SUV by ŠKODA is set to lead the racers through the legendary Paris boulevard of Champs-Élysées to the finishing line at the race's concluding stage next Sunday.

[Download](#)

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.

