



Press Release , Page 1 of 2

ŠKODA Storyboard: Communications and Marketing Launch new Online Platform

- › **Current and surprising content relating to ŠKODA brand**
- › **Integrated Media Portal features press releases, photos and video clips**
- › **Fresh design and innovative technology, easy to use on all devices**

Mladá Boleslav, 2 September 2016 – A new era at ŠKODA: The ŠKODA Storyboard (www.skoda-storyboard.com) heralds a new online era for the brand. The platform presents emotive and surprising stories from the world of ŠKODA, interactively edited and compiled for electronic and social media. The Storyboard has also become the ŠKODA brand's new media portal.

The joint communication channel of the Communications and Marketing departments is a milestone in the brand's content and online strategy. The ŠKODA Storyboard is the ŠKODA brand's new online platform that combines the latest information and messages with emotive background reports and target-group-specific stories all about ŠKODA under one roof. The site also includes videos, picture galleries, downloads and links. In addition, the platform bundles the company's social media channels. All content on the ŠKODA storyboard is approved for further use by the media. The platform is aimed at journalists and opinion makers, as well as customers and ŠKODA fans.

"With the ŠKODA Storyboard, we are focusing and bundling our online presence, and communicating to media professionals as well as customers and ŠKODA enthusiasts across a single channel. We are following a global trend: Our target groups are blurred. Nowadays, a ŠKODA driver can find their voice in social media just as well as a journalist," explains Stefan Büscher, Head of ŠKODA Marketing and Products.

"The ŠKODA Storyboard is another important step for the company with regard to increasing the brand's emotional appeal and the ongoing digitization of the media and communications world," said Peik v. Bestenbostel, Head of ŠKODA Communications. "With the Storyboard, the Marketing and Communications departments have jointly adopted an integrated communications concept. Our common goal is the optimal presentation of all ŠKODA topics and the efficient use of available content formats."

In addition to current, attractive content, the ŠKODA Storyboard features a modern and user-friendly layout that is adapted to the company's new crystalline design language. Thanks to Responsive Design, the site can be used on all devices – from desktops and tablets to smartphones.



Press Release

, Page 2 of 2

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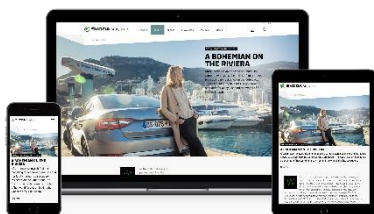
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The ŠKODA Storyboard features a modern design and can be used on all devices.

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Source: ŠKODA AUTO



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The platform will provide emotive and surprising stories from the world of ŠKODA.

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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, KODIAQ 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.