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# Special topic in new ŠKODA Storyboard: Plans and background information on ŠKODA's SUV strategy

- › ŠKODA launches SUV strategy in global growth segment with ŠKODA KODIAQ
- › Background information on market and model, sales forecasts and target groups at <http://www.skoda-storyboard.com>
- › ŠKODA storyboard is a central platform with press releases, reportages, portraits, videos, photos and infographics

**Mladá Boleslav, 9 September 2016 – ŠKODA launch their SUV-campaign with the recently introduced ŠKODA KODIAQ. The brand explains the importance of the new ŠKODA KODIAQ for the development of ŠKODA as a special topic on their new online platform – ŠKODA Storyboard.**

"With the ŠKODA KODIAQ, ŠKODA is entering a new, globally fast-growing market segment - the large-SUV category. This is an important step for the ŠKODA brand, and additional SUV models will follow. With the new SUV campaign, the company intends to attract new customer groups, expand their market share and strengthen their position on the global markets," says Dr. Guido Haak, Head of Product Management at ŠKODA AUTO explains on the new online platform – the ŠKODA Storyboard.

Prof. Lutz Fügenger of Pforzheim University is also featured on the site, talking about the secrets of good car design, especially modern SUV design. These stories and other background information on ŠKODA's SUV models, as well as market developments and prospects in this rapidly growing segment are now available on ŠKODA's new online platform <http://www.skoda-storyboard.com>.

ŠKODA's new brand platform combines news and information with emotive background stories and target-group-specific stories. The site also includes videos, picture galleries, downloads, related links and bundles the company's social media channels. The ŠKODA Storyboard features a modern and user-friendly layout. Thanks to Responsive Web Design, the site can be used on all devices – from desktops and tablets to smartphones. All content on the 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.

You can find the article under the following Link: <https://www.skoda-storyboard.com/en/innovation/mobility/giving-off-roader-fresh-sparkle/>



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## For more information:

Silke Rosskothén  
 Head of Product Communications  
 T +420 326 811 731  
[silke.rosskothen@skoda-auto.cz](mailto:silke.rosskothen@skoda-auto.cz)

Ann Harder  
 Product Communications  
 T +420 326 811 769  
[ann.harder@skoda-auto.cz](mailto:ann.harder@skoda-auto.cz)

## Media image:



### Special topics in new ŠKODA Storyboard: Plans and background information on ŠKODA's SUV strategy

The ŠKODA storyboard features a contemporary design and can be used on all devices. Emotive and surprising stories from the world of ŠKODA are told on the platform.

[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, 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.