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## ŠKODA produces 19 millionth vehicle

- › Milestone car: ŠKODA FABIA rolled off Mladá Boleslav production line
- › Growth: Deliveries increase six fold since 1991
- › Strategy 2025: ŠKODA preparing intensively for the future of the automobile
- › Model campaign: Comprehensively revised and expanded product range
- › Outlook: New ŠKODA KODIAQ market launch set for February 2017

**Mladá Boleslav, 19 December 2016 – ŠKODA has produced their 19-millionth vehicle. The jubilee car – a ŠKODA FABIA in 'Moon-White' – rolled off the production line at the main ŠKODA plant in Mladá Boleslav. The vehicle will be heading to a customer in the Czech Republic. The production anniversary underscores the Czech car manufacturer's successful growth strategy. ŠKODA will set a new sales record in 2016.**

"ŠKODA is once again on course to set a new production and sales record in 2016. In the 25<sup>th</sup> anniversary year of the partnership between ŠKODA and Volkswagen, this once again demonstrates the ŠKODA team's capabilities and the strength of the brand," says ŠKODA CEO, Bernhard Maier. "We are going to build on this development over the coming years. The foundation for this is our Strategy 2025, which will prepare ŠKODA sustainably for the processes of change in society and the automotive industry."

"We have 19 million reasons to be proud. This milestone underscores the performance of our Czech and international production sites, as well as the competence of our team," says ŠKODA Board Member responsible for Production and Logistics Michael Oeljeklaus.

ŠKODA is one of the longest-established automotive companies in the world. The company began manufacturing automobiles in 1905: In that year, the company founders Laurin and Klement built their first automobile in Mladá Boleslav – a Voiturette A. Since then, the company has produced 19 million vehicles at their Czech and international plants.

ŠKODA has grown dynamically since joining forces with the Volkswagen Group in 1991. The brand made a dramatic comeback, quickly becoming an internationally successful producer with 7 model series and over 40 model versions in their current portfolio.

In perusing their growth strategy, the company relies on an international and efficient production network. ŠKODA vehicles are currently manufactured at 14 locations in 7 countries. In recent years, the Czech car manufacturer has continued to expand their production capacities. Since 1991, the brand has invested more than 350 billion Czech crowns into the manufacturing processes and factories in the Czech Republic alone.

ŠKODA will continue along their growth course over the coming years. The driving force behind the growth strategy is ŠKODA's largest model campaign of all time. Since 2011



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the brand's vehicle range has been extensively revised and extended into key segments. The latest innovation is the new ŠKODA KODIAQ, which will set new standards in the dynamically growing SUV segment. Its launch is set for February next year.

Consistently expanding the ŠKODA model range is an important element of the ŠKODA Strategy 2025, the aim of which is to prepare the car manufacturer for the progressive and profound changes in the industry and society. In this context, the company will be intensifying their commitment to the areas of digitization, electrification and internationalization over the coming years.

### **Selected milestones in ŠKODA AUTO's manufacturing history\*:**

- > 19 December 2016: 19 million ŠKODA cars produced since 1905
- > 19 January 2016: 18 million ŠKODA cars produced since 1905
- > 24 November 2015: 12 million ŠKODA cars produced at the Mladá Boleslav plant
- > 10 December 2014: ŠKODA manufactures the 1 millionth vehicle in 2014 – the first time the company had produced one million vehicles in a single year
- > 19 March 2014: 11 million ŠKODA cars produced at the Mladá Boleslav plant
- > 26 August 2013: 4 million ŠKODA OCTAVIAS produced
- > 9 July 2013: 1 Million ŠKODA vehicles in China since 2007
- > 5 February 2013: 15 million ŠKODA vehicles since 1905
- > 30 January 2012: 14 million ŠKODA vehicles since 1905
- > 12 October 2011: 10 million ŠKODA vehicles at the Mladá Boleslav plant
- > 8 April 2009: 12 million ŠKODA vehicles since 1905
- > 13 July 2006: 10 million ŠKODA vehicles since 1905
- > 1991: 5 million ŠKODA vehicles since 1905

\* Production figures including L&K vehicles

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### **Media image:**



### **ŠKODA produces 19 millionth vehicle**

ŠKODA has produced their 19-millionth vehicle since launching car production in 1905. The jubilee car – a ŠKODA Fabia in 'Moon-White' – rolled off the production line at the main ŠKODA plant in Mladá Boleslav.

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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, KODIAQ and SUPERB.
- > in 2015 delivered more than 1 million vehicles to customers worldwide.
- > has belonged to Volkswagen Group since 1991. The Volkswagen Group is one of the most successful vehicle manufacturers 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.

