



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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Childishly simple: the ŠKODA driver assistance systems

- › New video series: children explain the functions of ŠKODA driver assistance systems
- › Episode 1: Adaptive Cruise Control, Traffic Sign Recognition, Front Assist, Cruise Control, Emergency Brake, Lane Change Assist and Lane Assist
- › Episode 2: Light Assist, Driver Alert fatigue detection and adaptive front headlights

Mladá Boleslav, 3 March 2017 – ŠKODA cars are safe and comfortable. Amongst other factors, this is thanks to an array of modern and intelligent driver assistance systems. But what functions are hidden behind terms such as Adaptive Cruise Control, Traffic Sign Recognition, Front Assist, Driver Alert fatigue detection and City Emergency Brake? The answer can be found in the first two videos in ŠKODA's new six-episode series entitled 'Childishly simple'.

For the media and distributors, the videos are available to download now from the ŠKODA Storyboard (skoda-storyboard.com).

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Media videos:



Childishly simple: the functions of ŠKODA's driver assistance systems

Numerous intelligent driver assistance systems guard against unpleasant surprises. These range from Adaptive Cruise Control and Traffic Sign Recognition to Cruise Control, and Front Assist with City Emergency Brake through to Blind Spot Detect and Lane Assist.

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Source: ŠKODA AUTO





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Childishly simple: the functions of ŠKODA's driver assistance systems

Whether it be the fatigue detection system or pioneering lighting systems such as Smart Light Assist and adaptive front headlights, numerous intelligent driver assistance systems guard against unpleasant surprises.

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Source: ŠKODA AUTO

ŠKODA AUTO

- › is one of the longest-established car 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 model series: CITIGO, FABIA, RAPID, OCTAVIA, YETI, KODIAQ and SUPERB.
- › delivered more than 1 million vehicles to customers worldwide in 2016.
- › has been part of Volkswagen Group since 1991, 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 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 30,000 people globally and is active in more than 100 markets.

