



**ŠKODA**  
SIMPLY CLEVER

# PRESS RELEASE

Page 1 of 3

## ŠKODA launches 'Lock Challenge 2017' campaign with funny thieving video

- › On ŠKODA's bike portal 'We Love Cycling', the 'Lock Challenge 2017' shows how bicycles can best be secured
- › ŠKODA sends an actor as a bicycle thief to the streets of Barcelona – his challenge: to pick locks in two minutes
- › See the thief's success in the video on at [www.welovecycling.com](http://www.welovecycling.com)
- › At [welovecycling.com](http://welovecycling.com), cycling enthusiasts can find fascinating stories, funny videos and clever tips about the means of transport they love

Mladá Boleslav, 10 March 2017 – With the new 'Lock Challenge 2017' campaign, ŠKODA is placing a focus on bicycle security. In its online cycling magazine 'We Love Cycling', the brand publishes fascinating stories, useful tips and entertaining videos on this topic. The campaign kicks off with a new video in which ŠKODA sends an amateur but determined thief around Barcelona to steal. Bicycles are the object of his desire. Watch the video at [www.welovecycling.com](http://www.welovecycling.com) to find out how successful he was in his mission, how passers-by reacted and what secret weapon he revealed for the most stubborn bicycle lock.

"ŠKODA has always been on the cyclists' side. After all, the company's history began 120 years ago with bicycle manufacturing," explains Stefan Büscher, Head of ŠKODA Marketing and Products, adding, "Bicycles are a great way of getting around city, especially in modern life. Unfortunately though, the more expensive bikes are stolen all too often. With the 'Lock Challenge 2017', we intend to highlight the topic of bicycle security, and give cyclists tips on how they can protect their bike even better. At the same time, we want to inspire even more people to take up cycling."

The amusing new video shows which bicycle locks can withstand a thief and which are a waste of money. The main character is a rookie bicycle thief with no previous kleptomaniac experience. His task is to try to open various bicycle locks and steal bikes on the streets of Barcelona. His opposition: a simple cable lock costing around €10, a standard U-lock – which appears stronger at first glance – and a U-lock made by a German manufacturer used in combination with a folding lock. The thief has two minutes per lock. He can use a bolt cutter and crowbar to help him, and he also has an unusual ace up his sleeve.

In the video, the culprit in a black hoody sidles up to the two-wheeler he is eyeing. As he pulls the bulky bolt cutters out of his bag, he's already arousing more attention. How the different locks hold their ground in the 'Lock Challenge', how passers-by react to the brazen theft right in front of them and for which lock the perpetrator has to pull out his secret weapon can all be seen at [www.welovecycling.com](http://www.welovecycling.com) in the video at [www.welovecycling.com](http://www.welovecycling.com).

With 'We Love Cycling', ŠKODA offers active cyclists a modern and diverse online magazine with fascinating bike-related stories. Furthermore, the online community facilitates a lively exchange of views and discussions about specialist topics. The negative side of life as a cyclist is also discussed and presented in a humorous way – including practical tips. With the new video about the 'Lock Challenge 2017', ŠKODA has built on the successful production from 2015: back then, the clip of





**ŠKODA**  
SIMPLY CLEVER

# PRESS RELEASE

Page 2 of 3

the 'European Bike Stealing Championship 2015' rocked the boat and went viral, reaching millions of people. ŠKODA was rewarded for this anti-bike-theft campaign at the prestigious British D&AD Awards, receiving the 'Wooden Pencil', and was honoured for the 'Best Use of Video Content' by New York's Digiday.

For years, ŠKODA has dedicated itself as the 'engine of cycling' – partly because the roots of the long-standing Czech manufacturer lie in the production of bicycles: in 1895, Václav Laurin and Václav Klement founded a bicycle factory in the Bohemian town of Mladá Boleslav, the brand's headquarters. Just ten years later, the 'Voiturette A' was the first motor car to roll out of the young company's workshop. In 1925, Laurin & Klement merged with ŠKODA.

## Further information:

Jozef Baláž,  
Head of Corporate Communications  
T +420 326 811 773  
jozef.balaz@skoda-auto.cz

Tomáš Kubík  
Corporate Communications  
T +420 326 811 749  
tomas.kubik@skoda-auto.cz

## Media images:



### ŠKODA launches 'Lock Challenge 2017' campaign with funny thieving video

With the new 'Lock Challenge 2017' campaign, ŠKODA is placing a focus on bicycle security. In its online cycling magazine 'We Love Cycling', the brand publishes fascinating stories, useful tips and entertaining videos on this topic.

[Download](#)

Source: ŠKODA AUTO



### ŠKODA launches 'Lock Challenge 2017' campaign with funny thieving video

The amusing new video shows which bicycle locks can withstand a thief and which are a waste of money. The main character is a rookie bicycle thief with no previous kleptomaniac experience.

[Download](#)

Source: ŠKODA AUTO





**ŠKODA**  
SIMPLY CLEVER

# PRESS RELEASE

Page 3 of 3

## 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.

