

ŠKODA CELEBRATES PRODUCTION OF 1,000,000TH SUPERB

SUCCESS STORY OF LUXURY LIMOUSINES WHICH LASTS MORE THAN 80 YEARS

1,000,000

In April 2017, ŠKODA produced 1,000,000th car with already legendary name SUPERB. The first cars bearing this trademark left factory in 1934, 83 years ago. The current ŠKODA SUPERB makes a direct connection to the ŠKODA's exclusive pre-war vehicles: ŠKODA SUPERB limousines were truly exceptional automobiles in the 1930s and 1940s. Upholding this tradition is a great commitment for ŠKODA. The company's founding fathers, Václav Laurín and Václav Klement, worked under the principle that "only the best is good enough for our customers". This is now a matter of course for ŠKODA – the new ŠKODA SUPERB personifies this message today.



"ONLY THE BEST IS GOOD ENOUGH FOR OUR CUSTOMERS."

Václav Laurín and Václav Klement,
Company founders



TRUE WORLD CAR



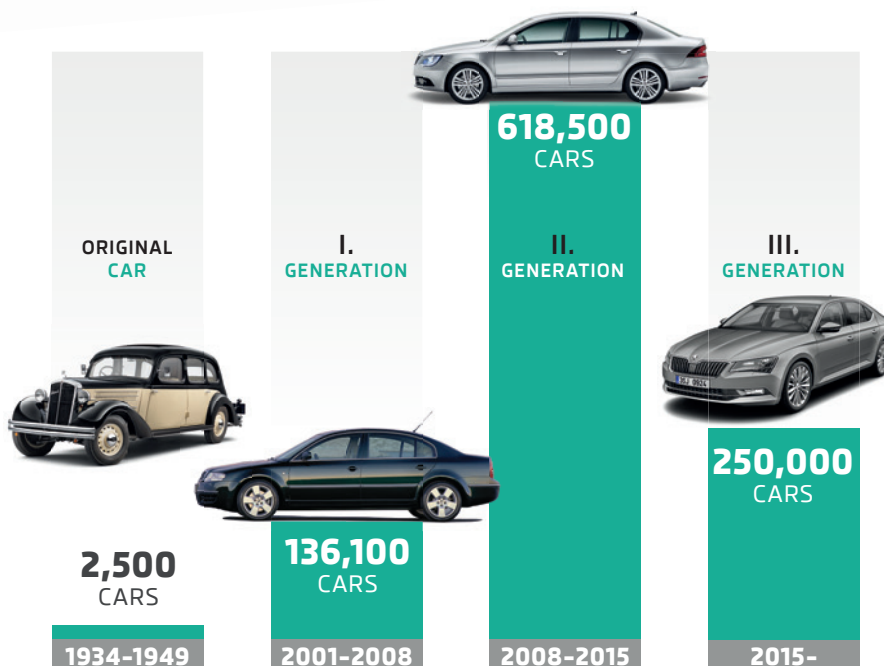
AVAILABLE AND SUCCESSFUL WORLDWIDE

Like all the other models from ŠKODA range, SUPERB is sold worldwide with success. It is also produced in several countries in Europe and Asia.



■ Czech Republic
■ India
■ China

FOUR GENERATIONS IN NUMBERS



DID YOU KNOW...?

■ The origins of ŠKODA's large representative vehicles date back to the early years of automobile manufacturing. In 1907, the Laurín & Klement FF became the **first eight-cylinder model in Central Europe**.

■ In the 1920s, the luxurious **ŠKODA HISPANO-SUIZA**, was used, among others, by Czechoslovak first president, Tomáš Garrigue Masaryk; the eight-cylinder ŠKODA 860 was an impressive sight in the early 1930s.

■ SUPERB, a representative ŠKODA model, was launched for the first time in 1934. Just like the current generation the forefather also featured trendsetting technology. The 640 SUPERB used 2.5-litre six-cylinder engine, the drive shaft passed through the tube frame. In addition, **advanced independent suspension was used instead of rigid axles at the front and rear**. At the end of its production cycle, a unique series of ten 8-cylinder models was built.



■ The first generation of the new-time SUPERB, launched in 2001, had some unique equipment. It started the tradition of umbrellas hidden in the door panel. Rear passengers were allowed, for an option, to open front passenger seat to enjoy even **more relaxed travelling**.

■ The second generation of the limousine version was one of the few cars in the world with double luggage door. Sophisticated system was called **Twindoor** and combined the practicality of a 5-door liftback with the elegance of a 4-door limousine.

INTERESTING NUMBERS

ALWAYS ON GUARD
5-210
km/h

Front Assist warns of a collision and triggers braking if necessary.

ONLY
3.9
l/100 km

Average consumption of GreenLine eco-version.

TOP SPEED
250
km/h

Electronically limited in 206 kW/280 HP version.

1,000,000



SIMPLY CLEVER SOLUTIONS



2 UMBRELLAS

Every car is equipped with special compartments for two umbrellas.



MAGNETIC FLASHLIGHT

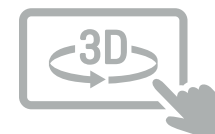
Stored in the boot, always charged and ready to use.

MODERN TECHNOLOGY



WI-FI, 4G INTERNET & TV

Wi-Fi on board, LTE 4G ultra-fast Internet connection, TV + DAB tuner.



3D NAVI & TOUCH SCREEN

Top navigation system with 8" touch screen and proximity sensor.

DID YOU KNOW...?

■ ŠKODA SUPERB has been rated as **one of the 7 safest fleet cars** tested by EURO NCAP in the past three years. With full 5-star rating and complete safety equipment it is also one of the most affordable cars among the safest business saloons.



■ ŠKODA SUPERB has been successful in many comparisons and surveys. **It won the Car of the Year 2016 title in the Czech Republic** and has been shortlisted for both "Car of the Year (COTY) 2016" and "World Car of the Year 2016" (WCOTY).

■ In the 1920s, the luxurious ŠKODA was used by the first Czechoslovak president, Tomáš Garrigue Masaryk. Nowadays ŠKODA SUPERB is the official car of the current Czech president and used by many state officers, artists and sportsmen.

■ ŠKODA SUPERB saloon in striking 'Corrida Red' is **official director's car in famous Tour de France**. The brand's flagship leads the peloton and it features a panoramic glass roof, which can be opened with a click of a button from the second row of seats, allowing the Tour Director to stand up at the back. This gives him an optimal view of the peloton before approving the start of each stage.

