



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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Childishly simple part 2: the ŠKODA driver assistance systems

- › Next episode in the popular video series: children explain the functions of ŠKODA driver assistance systems
- › This time, the little experts clarify how Pull Away Assist, Parking Assistant and Congestion Assistant support ŠKODA drivers
- › State-of-the-art technologies for safety and comfort are charmingly explained: the clever ŠKODA helpers step in at the push of a button

Mladá Boleslav, 26 June 2017 – ŠKODA presents two new videos in the 'childishly simple' series, in which children entertainingly and imaginatively demonstrate how the ŠKODA assistance systems support drivers: Not with technical descriptions, but in "real" traffic situations with shopping trolleys. It is clear here as well that as soon as the ŠKODA assistants come into play, they increase safety and comfort - just like in the real driving experience.

For the media and distributors, the entertaining videos can be found below and are available for download from www.skoda-storyboard.com.

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Media videos:



Childishly simple part 2: the ŠKODA driver assistance systems

ŠKODA's modern, intelligent technologies increase safety and comfort: Pull Away Assist warns of approaching vehicles when reversing out of a parking space. The Parking Assistant finds a space and automatically parks at the push of a button.

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Source: ŠKODA AUTO



Childishly simple part 2: the ŠKODA driver assistance systems

ŠKODA's modern, intelligent technologies increase safety and comfort: For vehicles with a direct shift gearbox (DSG), Congestion Assist can optionally take over the annoying stop-and-go in a traffic jam.

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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 2016 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 30,000 people globally and is active in more than 100 markets.

