



ŠKODA
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PRESS RELEASE

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ŠKODA AUTO CEO Bernhard Maier voted Brand Manager of the Year 2017

- › Bernhard Maier wins honorary award in Automotive Brand Contest 2017
- › Panel recognises his outstanding achievements for brand and design
- › Award was presented at start of International Motor Show (IAA) in Frankfurt

Mladá Boleslav/Frankfurt am Main, 13 September 2017 – The panel of the German Design Council (GDC) has named ŠKODA CEO Bernhard Maier Brand Manager of the year 2017. Maier received the award from the GDC for his outstanding achievements with ŠKODA. At the same time, the GDC acknowledged how important design is to the ŠKODA brand. The GDC presented the award in Frankfurt on Tuesday evening as part of the Automotive Brand Contest, which is now one of the most important competitions in the automotive world.

"I am delighted with this special award, which I gladly accept as a representative of the entire ŠKODA team," Bernhard Maier said last night at the ceremony, which took place at the start of the International Motor Show (IAA) in Frankfurt Palm Garden. "Under the new global brand management, we have not only launched great new products, such as the ŠKODA KODIAQ and the new ŠKODA KAROQ, but also sharpened and realigned ŠKODA as a brand in all dimensions."

The Automotive Brand Contest is held annually by the GDC and has gained in importance since first appearing in 2011. With 14 competition categories and four special categories, it covers the complete design spectrum, ranging from vehicle design for premium and volume brands through brand design and multimedia networking to campaigns and events. The independent panel of experts consists of representatives of media, design, brand communication and universities with a keen interest in the automotive world.

ŠKODA has already received several awards from the German Design Council for outstanding design: In 2015, the ŠKODA SUPERB won the 'Best of Best' award in the 'Exterior Volume Brand' category; the ŠKODA OCTAVIA (2013) and the ŠKODA RAPID SPACEBACK (2014) had won the international design competition previously.

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Media image:



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Head of German Design Council, Dr. Michael Peters (on the right) and Head of Design Brands and Operations at Mercedes-Benz, Kai Sieber (in the middle), handed over the award to ŠKODA Chairman of the board of Management Bernhard Maier. The panel recognises his outstanding achievements for brand and design.

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Source: ŠKODA AUTO

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, KAROQ, 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, Algeria 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.

