



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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ŠKODA KAROQ awarded Best New Design among all compact SUVs

- › ŠKODA KAROQ wins prestigious 'Autonis' award in 'auto motor und sport' readers' poll in Germany
- › Traditional Czech brand's SUV secures 28.7% of votes, prevailing against 17 contenders
- › KAROQ features distinctive emotive design and numerous crystalline elements

Mladá Boleslav, 2 October 2017 – The readers of the German trade magazine 'auto motor und sport' have voted the new ŠKODA KAROQ as the best new design in the category of compact SUV's. The ŠKODA KAROQ prevailed against 17 competitors to win the converted 'Autonis' award. ŠKODA KAROQ's design language is typical of the brand – emotive and dynamic.

"We are proud that the ŠKODA KAROQ has been voted Best New Design by the readers of 'auto motor und sport'," said Christian Strube, Board Member for Technical Development at ŠKODA AUTO. "The expressive design and clear design language of our vehicles has been exceptionally well received by the customers. The 'Autonis' award is a confirmation of our work, whilst also being an incentive for us to sharpen the design profile of our models," added Strube.

In the 17th 'Autonis' reader poll, 88 new models from the last 12 months went head-to-head in a total of ten vehicle categories. The field of compact SUVs or off-road vehicles was the most fiercely competitive with 18 models. The ŠKODA KAROQ gained 28.7% of the 16,600 votes cast, securing the title of Best New Design among all compact SUVs.

The emotional and dynamic design of the ŠKODA KAROQ, with its clear lines and crystalline elements, is characteristic of the brand's SUV design language. The front is dominated by the two separate headlight units, the striking radiator grille and the three-dimensional surface design of the bumper and bonnet. Short overhangs, the retracted rear as well as the early falling roof line, which is optically extended by a contour in the D-pillar, characterize the sides. The modern design features include the tornado line, which extends from the front wings to the rear lights. The wheel arches are enclosed by wide wheel panels – a design feature typical of ŠKODA's SUVs – and give the ŠKODA KAROQ a particularly powerful look.

The Czech car manufacturer is pushing ahead with its SUV campaign with the ŠKODA KAROQ. In addition to its powerful design, the KAROQ also boasts ŠKODA's typical qualities such as generous space, convenient Simply Clever features and modern connectivity solutions. From spring 2018, this will be the brand's first model to feature a digital instrument cluster; information such as speed, revs and the navigation map are displayed digitally instead of on an analogue cluster. The driver can choose between various individually programmable layouts.





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For more information

Silke Rosskothen
Head of Product Communications
T +420 326 811 731
silke.rosskothen@skoda-auto.cz

Štěpán Řehák
Spokesperson for Product Communications
T +420 734 298 614
stepan.rehak@skoda-auto.cz

Media image:



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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.

