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## ŠKODA AUTO supports talented programmers at the 'Smart Energy Hackathon' ideas competition

- › Young, creative minds develop ideas for a smart energy supply
- › Specialists from ŠKODA AUTO assist participants as mentors
- › Electromobility takes centre stage at the ideas competition
- › Collaboration with ŠKODA AUTO DigiLab in store for participants with the best projects
- › ŠKODA AUTO DigiLab analyses and develops concepts for the mobility of the future

Mladá Boleslav, 2 November 2017 – During the first weekend in November, Prague will be focused entirely on clever energy concepts at the 'Smart Energy Hackathon'. At the ideas competition, creative programmers will search for solutions to the energy issues of today and tomorrow. ŠKODA AUTO DigiLab is supporting the event as an official partner. The best participants will possibly get the opportunity to develop their projects further in the ŠKODA AUTO DigiLab, the car manufacturer's digital platform.

At the 48-hour Hackathon, the idea is for registered teams to develop new, creative concepts and ideas. They can choose from different topic areas and work on up to three projects each. The focus topics for this year's ideas competition are approaches that support the further development and expansion of electromobility.

"In the future, besides the existing business, ŠKODA AUTO will establish new, digital business areas. In this context, we are working intensively on future-proof energy concepts," said Andre Wehner, Chief Digital Officer at ŠKODA AUTO. "Here, creative minds from outside the company can provide important stimuli. We are excited to see what smart energy solutions the teams and talents will develop at this Hackathon."

### **Wanted: energy concepts and solutions in the field of electromobility**

ŠKODA AUTO is gradually stepping up the electrification of its model range and its transformation from an outright car manufacturer into a diverse mobility services provider. Therefore, the aim at the 'Smart Energy Hackathon' is to develop solutions that include sustainable energy solutions as well as access to zero-emission mobility.

ŠKODA AUTO is providing several advisors for the teams at the Hackathon. They will support the competition participants in developing possible solutions. Finally, the mentors will evaluate the ideas that are submitted and assess if they can perhaps even be implemented at the company.

Alongside electromobility, ŠKODA AUTO has also defined digitalisation and connectivity as key areas of activity as part of the 2025 Strategy. Here, the ŠKODA AUTO DigiLab is the central workshop for new digital solutions, services and technologies. It works like a fast-reacting IT start-up. At ŠKODA AUTO's DigiLab, ideas which can make mobility easier, safer, more enjoyable and more efficient are developed, tested and, where appropriate, made market-ready as customer-friendly products and services.





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Dialogue with external creative minds is a key part of the ŠKODA AUTO DigiLab concept. Via <http://www.skodaautodigilab.com>, developers, programmers, designers and others can present promising projects that lend themselves to cooperation with ŠKODA.

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## Media image:



### ŠKODA AUTO DigiLab supports talented programmers at the 'Smart Energy Hackathon' ideas competition

ŠKODA AUTO DigiLab is the official partner of the 'Smart Energy Hackathon' ideas competition. The car manufacturer's digital platform works together with creative start-ups and promotes talent with ideas for mobility solutions of the future.

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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.

