



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

Page 1 of 2

ŠKODA AUTO takes part in 'Earth Hour'

- › Last Saturday, the Czech car manufacturer switched its lights off for one hour
- › For the sixth time in a row, ŠKODA AUTO took part in the international initiative run by the World Wide Fund For Nature (WWF) and set an example for global environmental protection
- › The company's energy and water consumption per vehicle produced has fallen by 53 per cent since 2010
- › As part of its 'GreenFuture' Strategy, ŠKODA AUTO is actively campaigning for the environment and society

Mladá Boleslav, 26 March 2018 – On 24 March 2018, ŠKODA AUTO took part in the environmental initiative 'Earth Hour' for the sixth time in a row. As part of the global event for climate protection organised by the World Wide Fund For Nature (WWF), the company switched off its lights for one hour in 17 areas at its Czech sites. By taking part in the 'Earth Hour' initiative, the Czech car manufacturer emphasises the importance of protecting the environment and of sustainable company development.

At precisely 8:30pm last Saturday, ŠKODA AUTO switched off its lights for 60 minutes in numerous areas at its three locations in the Czech Republic as part of the global environmental initiative run by the WWF. The organisers of the initiative aim to raise awareness of environmentally friendly energy management and climate change. In addition to the company's headquarters in Mladá Boleslav, the service centre based in Kosmonosy, the customer centre and the plants in Kvasiny and Vrchlabí also took part in what is known as 'Earth Hour'.

ŠKODA AUTO groups a variety of activities under the umbrella of its 'GreenFuture' Strategy. This consists of three elements: '**GreenProduct**' deals with the development of vehicles that are as efficient as they are eco-friendly – in terms of fuel consumption as well as the materials used and their recyclability. With '**GreenRetail**', the brand is promoting eco-friendly operations in their dealerships and workshops. '**GreenFactory**' brings together all of the activities that help conserve resources during production. With regards to vehicle production, key performance indicators such as energy and water consumption or the amount of waste produced per vehicle are precisely monitored and optimised. The same applies to CO₂ emissions and volatile organic compounds (VOC) which are formed when painting the car body for example.

Furthermore, together with its employees, ŠKODA AUTO is involved in numerous other projects dedicated to reforestation and the preservation of biodiversity in forests. In addition, ŠKODA AUTO introduced the 'one car, one tree' initiative as far back as 2007. With this project, a tree is planted for each newly registered ŠKODA in the Czech Republic. A large number of ŠKODA employees volunteer to help with this initiative and, in doing so, contribute to the long-term conservation of biodiversity and to climate protection. Trainees, apprentices and students from the ŠKODA Vocational School of Mechanical Engineering are also involved in the tree planting campaign and the surroundings of the school are literally blooming.





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Page 2 of 2

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Media image:



ŠKODA AUTO takes part in 'Earth Hour'

On 24 March 2018, ŠKODA AUTO switched off its lights in numerous areas at its three locations in the Czech Republic for one hour. In doing so, they set an example for global climate and environmental protection.

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Source: ŠKODA AUTO

ŠKODA AUTO

- › is one of the longest-established car 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 model range: CITIGO, FABIA, RAPID, OCTAVIA, KAROQ, KODIAQ and SUPERB.
- › delivered more than 1 million vehicles to customers worldwide in 2017.
- › has been part of Volkswagen Group since 1991, 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 such as 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 with local partners.
- › employs over 35,000 people globally and is active in more than 100 markets.

