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ŠKODA goes to Denmark for IIHF Ice Hockey World Championship

- › ŠKODA has been the official main sponsor and vehicle partner of the International Ice Hockey Federation's (IIHF) Ice Hockey World Championship for the last 26 years
- › The shuttle fleet includes 50 vehicles for IIHF World Championship organisers
- › Highlights on the sidelines: OCTAVIA COMBI RS, SUPERB COMBI and KAROQ placed prominently next to ice rink
- › ŠKODA brand logo featured on the boards and face-off areas at championship venues
- › Official 'IIHF App' powered by ŠKODA provides live ticker, interesting statistics and exciting background information

Mladá Boleslav, 4 May 2018 – For the 26th time, ŠKODA is supporting the International Ice Hockey Federation's (IIHF) Ice Hockey World Championship, which will take place in Denmark for the first time from 4 to 20 May 2018. As the official main sponsor and vehicle partner, the traditional Czech brand is providing the organisers in Denmark with a total of 50 cars. Since 1992, the ŠKODA models have covered more than six million kilometres in the service of the World Championships. In addition, ŠKODA is prominently represented at the two venues of the IIHF Ice Hockey World Championship in [Copenhagen](#) and [Herning](#), putting on a diverse supporting programme for the spectators. Additional information, background stories as well as photos and videos about the Ice Hockey World Championship are available on the [ŠKODA Storyboard](#).

"Our commitment to the IIHF Ice Hockey World Championship has a long tradition and is an important pillar of our sponsorship strategy," said Alain Favey, ŠKODA AUTO Board Member for Sales and Marketing. "Ice hockey is one of the most popular sports in our brand's home country and in many other relevant target markets. In 2017 alone, more than a billion fans followed the IIHF Ice Hockey World Championship on television. With this sponsorship commitment, we have significantly boosted the international reputation of the ŠKODA brand in recent years."

Since 1993 the spotlight has been on ŠKODA as the official main sponsor of the Ice Hockey World Championships; its involvement as a vehicle partner started last year, earning the company a place in the Guinness Book of World Records as the longest sponsorship of a world championship in sporting history at 25 years. For the 26th time, ŠKODA will be the main sponsor in 2018, when 16 teams will be fighting for the title of world champion in Denmark. Last year ŠKODA extended the sponsorship contract until 2021.

The shuttle fleet includes the bestselling OCTAVIA, the top model SUPERB and the KODIAQ and KAROQ SUVs – ŠKODA will be providing a total of 50 vehicles. During its annual mission, the ŠKODA fleet covers around 250,000 kilometres on average at the IIHF Ice Hockey World Championship. In the past 26 years, the mileage totals more than six million kilometres. That is the equivalent of the ŠKODA vehicles circumnavigating the earth 140 times, impressively demonstrating their reliability.

The ŠKODA logo unmissable at the IIHF Ice Hockey World Championships: for example, on the rink perimeters and face-off areas at the venues in the Danish capital [Copenhagen](#) and [Herning](#),





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which is about 250 kilometres away. In addition, the traditional Czech brand is placing three model highlights – the OCTAVIA COMBI RS, SUPERB and KAROQ – prominently next to the ice rink. Back in 1993, ŠKODA presented their models ŠKODA FAVORIT/FORMAN on the sidelines.

ŠKODA is also the exclusive partner of the 'IIHF App', offering hockey fans exciting background stories and interesting statistics. Thanks to the live ticker including goal alert, users will not miss any of the action. In addition, you can predict the outcome of the game and share it with friends. The 'IIHF App' is available for the operating systems [Android](#) and [iOS](#).

The [ŠKODA Storyboard](#) offers lots of helpful information, interesting background stories, videos and photos on the topic of ice hockey. For example, the Czech Republic is home to the ŠKODA brand as well as a [small family business that produces the pucks for the Ice Hockey World Championships](#) and the Winter Olympics. There is also another interesting article on the ŠKODA storyboard answering the question "[How is the perfect ice surface created?](#)". Anyone planning a trip to the 2018 IIHF Ice Hockey World Championship will also appreciate important information about [Copenhagen](#) and [Herning](#) on the website. All background stories are available for editorial use without copyright.

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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 approx. 1.2 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.

