



**ŠKODA**  
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## ŠKODA AUTO CEO Bernhard Maier presents trophy to Most Valuable Player of 2018 IIHF Ice Hockey World Championship

- › Sweden wins 82<sup>nd</sup> Ice Hockey World Championship of the International Ice Hockey Federation (IIHF)
- › Over 1 billion people watched World Championship on TV; more 525,000 fans turned out at the arenas in Copenhagen and Herning
- › ŠKODA holds world record for longest world championship sponsorship in sports history

Mladá Boleslav/Copenhagen, 21 May 2018 – Sweden has won the 82<sup>nd</sup> World Championship held by the International Ice Hockey Federation (IIHF). After an outstanding performance, Patrick Kane from the USA was voted the Most Valuable Player (MVP). ŠKODA AUTO CEO Bernhard Maier presented him with a trophy after the final at the Royal Arena in Copenhagen, which was created for the first time by ŠKODA Design. This year, the traditional Czech brand was the main sponsor of the IIHF Ice Hockey World Championship for the 26<sup>th</sup> time in succession, and set a new world record for the longest main sponsorship of a world championship in sporting history.

The trophy presented by ŠKODA AUTO's CEO Bernhard Maier for the MVP of the Ice Hockey World Championship was designed for the first time by ŠKODA Design. The sculpture measuring 33 centimetres tall and 21.5 centimetres wide was created in the Czech brand's homeland and pays homage to traditional Bohemian glass art. Its crystalline features are also reflected in ŠKODA's current models – for example in the headlights and taillights.

During the 82<sup>nd</sup> IIHF Ice Hockey World Championship, ŠKODA had an unmissable presence in and around the venues as the main sponsor. The manufacturer's logo featured prominently around the rink and in play-off areas. Three eye-catching model highlights – the OCTAVIA COMBI RS, SUPERB and KAROQ – were positioned directly on the sidelines. In addition, ŠKODA was the exclusive partner of the 'IIHF App', which provided fans of the fastest team sport in the world with exciting background stories, as well as statistics and other information about the tournament.

ŠKODA AUTO and ice hockey enjoy a long-standing partnership: this is the 26<sup>th</sup> time in a row that the traditional Czech brand has supported the IIHF Ice Hockey World Championship as the official main sponsor. ŠKODA AUTO has received an entry in the Guinness Book of World Records for the longest sponsorship of a world championship in sports history. The Czech automobile manufacturer has been a vehicle partner to the major sporting event since 1992. In 2018, the fleet comprised a total of 50 vehicles, including the bestselling OCTAVIA, the flagship SUPERB and the SUV models KODIAQ and KAROQ.





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## Media images:



### ŠKODA AUTO CEO Bernhard Maier presents trophy to Most Valuable Player of 2018 IIHF Ice Hockey World Championship

ŠKODA AUTO CEO presented the coveted trophy to the MVP Patrick Kane.

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Source: ŠKODA AUTO



### ŠKODA Design creates trophy for most valuable player of 2018 IIHF Ice Hockey World Championship

For the first time, the trophy was created by ŠKODA Design. It pays homage to traditional Bohemian glass art.

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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.

