



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

Page 1 of 2

ŠKODA Chief Designer Oliver Stefani: “Automotive design must be emotional”

› In an interview posted on ŠKODA Storyboard, Oliver Stefani talks about his vocation, his passion for cartoons and the future of the Czech brand’s design

Mladá Boleslav, 25 May 2018 – In an [interview on ŠKODA Storyboard](#), Oliver Stefani gives an insight into his understanding of the design profession and explains his perspective of the ŠKODA brand, which is as traditional as it is dynamically young. He explains why designers must always bear a brand’s history in mind, and also gives an outlook on how automotive design and the look of the ŠKODA brand might develop in the future, using the ŠKODA VISION X design study as a specific example.

In addition to the [interview](#), the ŠKODA Chief Designer’s [hand-drawn sketches and photos](#) are also available for download free of charge.

You can find the complete interview at the following link:

<https://www.skoda-storyboard.com/en/innovation/design/design-creates-emotion/>

For more information:

Christian Heubner
Head of Product Communication
T +420 326 811 782
christian.heubner@skoda-auto.cz

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

Media image:



An interview with ŠKODA Chief Designer Oliver Stefani

In an interview on ŠKODA Storyboard, Oliver Stefani gives an insight into his understanding of the design profession and explains his perspective of the ŠKODA brand, which is as traditional as it is dynamically young.

[Download](#)

Source: ŠKODA AUTO





ŠKODA
SIMPLY CLEVER

PRESS RELEASE

Page 2 of 2

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 2017 delivered more than 1.2 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 AUTO, 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 35,000 people globally and is active in more than 100 markets.

