



**ŠKODA**  
SIMPLY CLEVER

# PRESS RELEASE

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## ŠKODA AUTO launches car-sharing platform 'Uniqway'

- › **Students from three universities in Prague are developing a car-sharing concept for their fellow students – the only one of its kind in Europe**
- › **ŠKODA AUTO and the ŠKODA AUTO DigiLab are facilitating the implementation of the project**

**Mladá Boleslav, 28 June 2018 – ŠKODA AUTO and the ŠKODA AUTO DigiLab are facilitating the new car-sharing platform, Uniqway, which is the only one of its kind in Europe. The special thing about the service is that students from three universities in Prague have helped to shape it. The Czech car manufacturer has made 15 ŠKODA FABIA STYLES available and is thereby contributing to the project's implementation. The test phase will begin in Prague at the start of July.**

ŠKODA AUTO is consistently nurturing young talent and is offering them career opportunities in a wide range of areas. For this reason, the company works closely with numerous universities in the Czech Republic. With Uniqway, collaboration between the long-established brand from Mladá Boleslav and three universities in Prague has reached a new level: for the first time, a car manufacturer is facilitating the implementation of a mobility service developed by students. The idea is to provide mobility despite a low budget and no car.

ŠKODA AUTO and the ŠKODA AUTO DigiLab are financing the project as well as providing the students with mentors. The students took care of the app development, graphic design, organised marketing activities and chose the vehicles.

If the trial is successful and the 300 students give positive feedback, the service is to be offered to all the students from the three Prague universities. Later on more universities can become involved.

Luboš Vlček, Head of ŠKODA AUTO Czech Republic, pointed out, "The idea originated from discussions between ŠKODA AUTO and the rectors of the three universities in Prague. We understand future mobility as a targeted service and with this car-sharing platform, we would like to support the academic community. We allow them to always have the opportunity to use a suitable mobility solution. Shared economy is not just a trend not only for the young generation."

Jarmila Plachá, Head of the ŠKODA AUTO DigiLab, added, "The ŠKODA AUTO DigiLab and a team of students have gradually taken over responsibility for the operational management. We are providing the students with the skills they need to successfully implement mobility projects. With our digital think tank's expertise, we will establish the product in the market for the long term."

Together with ŠKODA AUTO Czech Republic and the ŠKODA AUTO DigiLab, the students have developed a website and an app for the Uniqway service. After signing up for free using their ISIC student ID, students can search for and rent cars via the app. A special Uniqway button in each of the 15 brand-new ŠKODA FABIA STYLE cars uses a colour code to provide information about whether the vehicle is in a potential parking zone or the correct location to return the vehicle.





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## ŠKODA AUTO DigiLab develops solutions and technologies for the mobility of the future

As part of its 2025 Strategy, ŠKODA has defined the development of digital mobility services as one of the pillars for the company's future development.

Amongst other things, the ŠKODA AUTO DigiLab in Prague is to strengthen the Czech manufacturer's innovative capability and digital development expertise. To this end, the development and implementation of digital mobility services is one of the think tank's priorities. Structured like an agile IT start-up, it researches and develops new business models, solutions and products. The ŠKODA AUTO DigiLab is currently working on more than 40 specific projects.

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### Media images:



### ŠKODA AUTO launches car-sharing platform 'Uniqway'

During the pilot phase, the students in Prague can rent one of 15 ŠKODA FABIA STYLE cars from now on.

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Source: ŠKODA AUTO



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The students took care of the app development, graphic design, organised marketing activities and chose the vehicles.

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## 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 models in the range: CITIGO, FABIA, RAPID, OCTAVIA, KAROQ, KODIAQ and SUPERB.
- › delivered more than 1.2 million vehicles to customers worldwide in 2017.
- › has been a part of Volkswagen Group since 1991. 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.

