



**ŠKODA**  
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# PRESS RELEASE

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## **‘INDIA 2.0’: Volkswagen Group invests one billion euros in project led by ŠKODA AUTO**

- › Volkswagen Group is investing one billion euros in the implementation of the project
- › Together, ŠKODA AUTO and Volkswagen will develop new models in the A0 segment for the Indian market
- › The first model to appear as part of the project will be an A0 SUV – to be showcased in 2020
- › Technical development of new products will predominantly take place in India to ensure closest proximity to the market

**Mladá Boleslav / New Delhi, 2 July 2018 – ŠKODA AUTO CEO Bernhard Maier and Gurpratap Boparai, Managing Director of ŠKODA AUTO India Private Ltd, announced details of the ‘INDIA 2.0’ project at a press conference in New Delhi today.**

Going forward ŠKODA AUTO is responsible for leading Volkswagen Group’s planned model campaign on the Indian market. Volkswagen Group is investing one billion euros into the implementation of the project, primarily between 2019 and 2021. To ensure closest-possible proximity to the market, a project centre is being set up in India where, for example, vehicle development will take place.

ŠKODA AUTO CEO Bernhard Maier said, “Experts predict that in the next few years India is going to become the third-largest automotive market worldwide. With our ‘INDIA 2.0’ project we are now creating the right conditions for sustainable growth there. Our objective is ambitious, but achievable: together with the Volkswagen brand, we are seeking a market share of up to five per cent in the long term, depending on market and segment development.”

Gurpratap Boparai, Managing Director of ŠKODA AUTO India Private Ltd, added, “With the ‘INDIA 2.0’ project, ŠKODA AUTO and Volkswagen Group are in an excellent position to optimally confront the dynamics of the Indian car market. In India, we will offer top-class products at prices that amount to a paradigm shift in the automotive industry. We will manufacture the new products locally based on the heavily localised MQB A0 platform, which already fulfils the stricter emission and safety standards that are expected to come into force in India in 2020.”

Initially, ŠKODA AUTO is developing the sub-compact MQB A0 platform with a focus on India (MQB-A0-IN). In the second phase, ŠKODA will be assessing the possibility of exporting vehicles manufactured in India. ŠKODA and Volkswagen will develop several products based on this platform. The model campaign will begin in 2020 with an SUV.

To ensure that the planned models will fulfil the requirements of Indian customers to the utmost extent, ŠKODA AUTO is looking to be as close to the market as possible from the very start. The technical development of the new products will therefore predominantly take place in India. To this end, the car manufacturer plans to gradually create new jobs there.





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## Media images:



### 'INDIA 2.0': Volkswagen Group invests one billion euros in project led by ŠKODA AUTO

ŠKODA Member of the Board for Sales and Marketing, Alain Favey, ŠKODA CEO Bernhard Maier, Managing Director of ŠKODA AUTO India Private Ltd Gurpratap Boparai and ŠKODA Member of the Board for Finance and IT, Klaus-Dieter Schürmann (from left to right) today at the press conference concerning the project „INDIA 2.0“ in New Delhi.

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Source: ŠKODA AUTO



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ŠKODA AUTO CEO Bernhard Maier today at the press conference concerning the project „INDIA 2.0“ in New Delhi.

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Managing Director of ŠKODA AUTO India Private Ltd Gurpratap Boparai today at the press conference concerning the project „INDIA 2.0“ in New Delhi.

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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.

