



**ŠKODA**  
SIMPLY CLEVER

# PRESS RELEASE

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## ŠKODA in 280 characters: Communication now via Twitter

› The latest news about models, background information and interesting insights into the world of ŠKODA can be found at [@skodaautonews](https://twitter.com/skodaautonews)

Mladá Boleslav, 8 August 2018 – The Czech car manufacturer's Communication department launches their Twitter account with the dynamic presentation of the upgraded ŠKODA FABIA. ŠKODA will be tweeting a wide variety of content, including corporate and model information and background stories about the brand on the [@skodaautonews](https://twitter.com/skodaautonews) channel.

Jens Katemann, Head of Communications at ŠKODA AUTO says: "We want to address many target groups, including journalists, bloggers and fans, through our Twitter account [@skodaautonews](https://twitter.com/skodaautonews). Everyone can now find out about our company and get in touch with ŠKODA quickly and directly via Twitter. The [ŠKODA Storyboard](#) has already given the brand a strong boost in terms of branding and reputation. Now we are taking the next step and sharing the fascination of ŠKODA on Twitter."

From today, ŠKODA will be tweeting news for the press launch of the revised ŠKODA FABIA [#FABIA2018](#) from the Twitter account [@skodaautonews](https://twitter.com/skodaautonews). As part of the event, around 600 international media representatives covering automotive, general interest and lifestyle topics will be taking their first test drives in the ŠKODA FABIA. In addition, followers of [@skodaautonews](https://twitter.com/skodaautonews) will be kept informed about the latest press releases and upcoming product highlights as well as news on important topics such as digitization and electromobility. The channel also posts infographics, exclusive quotes from ŠKODA managers and provides behind-the-scenes coverage of the brand.

The Twitter account of the ŠKODA Communication department at the Mladá Boleslav headquarters [@skodaautonews](https://twitter.com/skodaautonews) can be found at <https://twitter.com/skodaautonews>

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### Media images:



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Source: ŠKODA AUTO



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### ŠKODA AUTO

- › was founded during the pioneering days of the automobile in 1895, making it one of the longest-established automobile companies in the world.
- › currently offers its customers eight passenger-car series: the CITIGO, FABIA, RAPID, OCTAVIA, KAROQ, KODIAQ, as well as the KAMIQ (in China) and the SUPERB.
- › delivered more than 1.2 million vehicles to customers around the world in 2017.
- › has belonged to Volkswagen Group since 1991. The Volkswagen Group is one of the most successful vehicle manufacturers in the world. In association with the Group, ŠKODA AUTO independently develops and manufactures vehicles, as well as components such as engines and transmissions.
- › operates at three locations in the Czech Republic; manufactures 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.
- › is transforming from being a traditional car manufacturer to a 'Simply Clever Company for Optimal Mobility Solutions' as part of ŠKODA Strategy 2025.

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