



ŠKODA
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PRESS RELEASE

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ŠKODA AUTO opens new InnoCube innovation area

- › ŠKODA AUTO InnoCube provides space for research, presentations and discussions
- › ŠKODA AUTO University students develop their own business ideas in the Incubator start-up programme
- › The innovation area plays a key role in preparing and training staff for digital transformation

Mladá Boleslav, 11 September 2018 – With the motto ‘Ready for the Future’, ŠKODA has inaugurated its new InnoCube innovation area, which is located in a former abbey building near Mladá Boleslav. Guests at the event were able to experience augmented reality first-hand as well as try out innovative gadgets such as drones and hoverboards. The new InnoCube is a place for research, new ideas and presentations about innovations as well as aspects of digital transformation. With the opening of the InnoCube innovation area, the Na Karmeli training centre is now in its second decade.

As part of the opening, ŠKODA AUTO is staging a special exhibition: guests have the opportunity to familiarise themselves with augmented reality, video mapping and 3D printing. In addition, they can see how the laws of gravity can seemingly be defied by what are known as Levitrons: these allow smaller items to levitate using repelling magnetic fields. Hoverboards and drones offer a look ahead at the mobility of tomorrow. A transparent cube is one of the highlights of the new innovation area. This is fitted with a microchip, which stores personal messages from ŠKODA AUTO board members. They comment on key topics for the future and give their view on how training, individual mobility and cars will change in the years to come.

Bohdan Wojnar, ŠKODA AUTO Board Member for Human Resources, pointed out, “With the new InnoCube, we’re offering our employees new opportunities to prepare themselves for the challenges that lie ahead with regards to mastering digitalisation. Our employees now have the opportunity to undergo further training in the form of lectures, workshops and events, to take inspiration and – thanks to their newly acquired knowledge and skills – add to their qualifications.”

Andre Wehner, Chief Digital Officer at ŠKODA AUTO and the person responsible for corporate development and digitalisation, added, “The entire automotive industry needs to embrace profound social and economic changes. And we are prepared for that. We are consistently aligning our company and our portfolio of digital services to the changing requirements of our customers. With the new InnoCube, we are taking the next step towards successfully managing this change. Here, we are training our junior staff according to the latest standards as well as formulating and addressing questions with regards to innovative topics for the future.”

The InnoCube has been set up to prepare employees for the demands of the digital transformation and to press ahead with the digitalisation of the company as part of its 2025 Strategy. The new area, which is open to all of the departments at ŠKODA AUTO, is divided into four different areas. Alongside dedicated research facilities, the innovation area also offers a foyer and an auditorium for events and discussions. Furthermore, ŠKODA will be hosting workshops, hackathons and other events at the InnoCube. Selected events will be incorporated into the ŠKODA AUTO Vocational School's training programme.



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What's more: ŠKODA AUTO University students taking part in the Incubator start-up programme have been given their own dedicated area at the InnoCube, where they can develop digital business models for example.

The Na Karmeli training centre is unique – it has combined historical and modern architecture since 2007. Many events are held there, including concerts, theatre productions and exhibitions. It also provides a space for training programmes and social gatherings. ŠKODA AUTO University, for example, is part of the centre.

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Source: ŠKODA AUTO

ŠKODA AUTO

- › was founded during the pioneering days of the automobile in 1895, making it one of the longest-established car manufacturers in the world.
- › currently offers its customers eight passenger-car model ranges: CITIGO, FABIA, RAPID, OCTAVIA, KAROQ, KODIAQ, KAMIQ (in China) 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 transmissions.
- › operates at three locations in the Czech Republic; also 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 pressing ahead with the transformation from a traditional car manufacturer to the 'Simply Clever company for the best mobility solutions' as part of the ŠKODA 2025 Strategy.

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