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PRESS RELEASE

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ŠKODA AUTO signs agreement on development of urban mobility services

- › Together, ŠKODA AUTO, the city of Prague and the Czech Technical University implement concepts for sustainable urban mobility
- › Concrete projects on car sharing and data exchange between vehicles and infrastructure, and more
- › Car-sharing service HoppyGo integrated into the Moje Praha (My Prague) app

Mladá Boleslav, 26 September 2018 – Together, ŠKODA AUTO, the city of Prague and the Faculty of Transportation Sciences at the Czech Technical University in Prague will implement initiatives for sustainable urban mobility. Electromobility and digital mobility services are playing a role, as are new sharing models and the exchange of data between vehicles and infrastructure. The partners signed a memorandum of understanding in the Czech capital of Prague yesterday.

ŠKODA AUTO CEO Bernhard Maier said, “With the signing of the memorandum we are taking another important step along the route from purely a car manufacturer to the Simply Clever company for the best mobility solutions. This is the finishing-line photo that we have defined as part of our 2025 Strategy.”

ŠKODA AUTO Board Member for Human Resources, Bohdan Wojnar, added, “Together with the city of Prague and the Czech Technical University, we are working with Smarty City concepts on concrete mobility services that offer our customers real added value.”

CEO of the municipal company Operátor ICT, Michal Fišer, said, “We are delighted to be collaborating with ŠKODA AUTO on global projects in the automotive industry in Prague. We are ready to maximise the collaboration between us.” Operátor ICT is responsible for the development of intelligent solutions and technologies in the capital.

The three partners are implementing concrete projects right from the start of the cooperation. The focus is on car-sharing models using future electric ŠKODA cars and the creation of a pool of electric scooters, for example. Other projects concern the area of ‘Smart Parking’. Drivers should be able to quickly and reliably find their way to an available parking space, thus avoiding unnecessary traffic. In addition, ŠKODA’s current and future mobility services are being connected to a travel card for public transport in Prague. Thus, the card will also provide its users with a car-sharing account in future.

The city of Prague, together with its municipal company Operátor ICT, recently introduced the Moje Praha (My Prague) app, which also includes vehicles from ŠKODA AUTO DigiLab’s car-sharing platform HoppyGo. The app displays the so-called car-sharing atlas, which is continuously being expanded, and shows locations where you can currently find available cars from car-sharing providers.

ŠKODA AUTO DigiLab was also involved in negotiations with the Czech Technical University, which is considered to be the country’s pre-eminent technical university. In future, the think tank will be assisting many of the projects or be responsible for leading them. ŠKODA AUTO will be lending its support as an advisory partner to the Czech Republic and the capital city, Prague, with regards to all



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mobility projects. Together, the three parties will bid for grants from the European Institute of Innovation and Technology (EIT) which are available to support changes to mobility in cities.

The memorandum's topics of digitalisation, the advancement of technology and the expansion of electromobility are among the pillars of the 2025 Strategy – the car manufacturer's plan for the future. With the development of sustainable urban mobility concepts, the company is consistently continuing the transformation from being purely a car manufacturer into a provider of holistic mobility solutions.

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ŠKODA AUTO Board Member for Human Resources, Bohdan Wojnar, mayor of Prague Adriana Krnáčová and Pavel Hrubeš, dean of Faculty of Transportation Sciences, Czech Technical University in Prague signed the agreement in Prague with the aim of implementing initiatives for sustainable mobility in city centres together.

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With the peer-to-peer car-sharing service, HoppyGo – which was initiated by ŠKODA AUTO DigiLab – members offer other users a ride in their personal car via a smartphone app. After its successful launch in Prague, HoppyGo is expected to soon be available across the Czech Republic.

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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, 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.
- › 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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