



**ŠKODA**  
SIMPLY CLEVER

# PRESS RELEASE

Page 1 of 2

## ŠKODA SCALA: A new name for a new compact model

- › The name comes from Latin meaning 'stairs' or 'ladder'
- › With the SCALA, ŠKODA takes the next leap forward in design and technology
- › First European ŠKODA model to bear ŠKODA name in lettering at the rear centre
- › Brand-new model ŠKODA SCALA to be introduced to the public by end of year

Mladá Boleslav, 15 October 2018 – Following the first silhouette, ŠKODA reveals the name of its new compact model – ŠKODA SCALA. The name comes from the Latin word 'scala', which means 'stairs' or 'ladder', signifying the next step forward for the Czech car manufacturer in the compact segment. The SCALA is the first ŠKODA production model in Europe to bear the ŠKODA lettering in the middle of the tailgate instead of the ŠKODA logo.

Bernhard Maier, ŠKODA AUTO CEO, emphasizes: "With the new ŠKODA SCALA, we are opening a fresh chapter in ŠKODA's compact class. This is a completely new development that sets standards in terms of technology, safety and design in this class. We are confident that the SCALA has the best chance of redefining the A-segment for ŠKODA."

With the SCALA, ŠKODA presents its new emotional exterior and interior design language for the first time in series production. It already caused a sensation at the Paris Motor Show in the form of the VISION RS. The traditional Czech brand is also taking a leap forward in terms of technology, offering innovative features in the new model that so far have only been seen in higher segments. The name SCALA, which comes from Latin meaning 'stairs' or 'ladder', therefore is a perfect match, as ŠKODA has taken several major development steps forward. It also perfectly embodies the brand's values, which the term "smart understatement" aptly summarizes.

In addition, the new ŠKODA SCALA sports another, new and unmistakable feature: the first European series model of the brand to feature the word ŠKODA affixed in individual letters instead of the logo to the centre of the boot lid of the new compact model.

### Further information:

Hermann Prax  
Head of Product Communications  
T +420 326 811 731  
[hermann.prax@skoda-auto.cz](mailto:hermann.prax@skoda-auto.cz)

Pavel Jína  
Spokesperson Product Communications  
T +420 326 811 776  
[pavel.jina@skoda-auto.cz](mailto:pavel.jina@skoda-auto.cz)



For the latest news, follow us on <https://twitter.com/skodaautonews>  
All content relating to the ŠKODA SCALA can be found using [#SkodaScala](#)



**ŠKODA**  
SIMPLY CLEVER

# PRESS RELEASE

Page 2 of 2

## Media images:



### ŠKODA SCALA: A new name for a new compact model

The name comes from Latin 'Scala', which means 'stairs' or 'ladder', as the brand-new model will be next step forward for the Czech car manufacturer, featuring state-of-the-art technology previously only seen in higher segments.

[Download](#)

Source: ŠKODA AUTO



### ŠKODA SCALA: A new name for a new compact model

The ŠKODA SCALA features ŠKODA's new design language first presented at the Paris Motor Show with the VISION RS. As such, the SCALA is ŠKODA's first production model in Europe to bear the ŠKODA lettering in block capitals the centre of the tailgate

[Download](#)

Source: ŠKODA AUTO

## 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 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.