



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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ŠKODA celebrates the diversity of the brand and its customers with new global brand campaign

- › **Short videos tell stories of lives as multifaceted as the ŠKODA brand**
- › **ŠKODA is diverse: long-standing tradition as a car manufacturer, successful motorsport brand and important sponsorship partner of world-famous events**
- › **Global campaign 'For Whatever Drives You' starts in October**

Mladá Boleslav, 17 October 2018 – ŠKODA today announces the launch of a new global brand campaign titled 'For Whatever Drives You'. It focuses on the philosophy and brand values of being innovative, surprising, humane and simplifying life.

Marc-Andreas Brinkmann, Head of Marketing at ŠKODA AUTO, explains: "In our new global campaign, we are celebrating the diversity of our customers. We want to encourage them to pursue their inner drive and personal motivation. At ŠKODA, we don't want to be just a car brand for our customers; we also want to be a partner, friend and family member. By telling touching life stories and emotionalizing the ŠKODA brand this way, we are getting closer to people than ever before and hope to bring people together again. We all have our personal wishes and goals, but the belief in ourselves is something we all have in common."

Small moments, big impact

Under the title 'For Whatever Drives You', the video series accompanies everyday heroes, creative thinkers, freethinkers, the adventurous, the curious, explorers and anyone who is inspired by ŠKODA on a daily basis – whether they are on their way to great success or simply enjoying life.

The seven short videos focus on different qualities that make up and drive both the company and its customers, including diversity, passion, determination and motivation. Each video highlights one of these traits using the example of a person behind the wheel, explaining what motivates them on a daily basis.

ŠKODA is one of the longest-established automobile companies in the world. The brand's diversity is also reflected in the extensive product range: From the smallest model ŠKODA CITIGO to the compact bestseller ŠKODA OCTAVIA and the ŠKODA KODIAQ SUV model all the way to the ŠKODA SUPERB, ŠKODA currently offers eight car series for a wide variety of requirements and target groups. As a brand-defining characteristic, all models offer plenty of space in the interior and practical 'Simply Clever' ideas; features that appeal to private customers as well as company car drivers. In addition, ŠKODA is involved in sports sponsorship. For many years, the car manufacturer has been supporting important sports events worldwide, such as the Tour de France and the World Ice Hockey Championship, as the official partner. In addition, the brand represents 117 years of successful motorsport tradition. The brand is as varied as ŠKODA's fans and customers are. They also work every day on different ways to achieve their goals – from small success stories to big breakthroughs.



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You'll see us soon

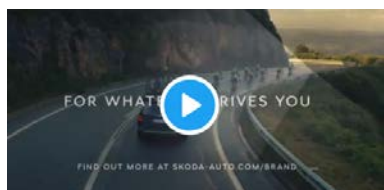
ŠKODA's new brand campaign officially starts this October. The 360-degree campaign will be broadcast on television, online, at ŠKODA dealerships and also at events. The videos can also be found on ŠKODA's YouTube channel at www.youtube.com/skoda and on the ŠKODA website at www.skoda-auto.com/brand.

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Media video and image:



Video: ŠKODA celebrates the diversity of the brand and its customers with new global campaign

In seven short videos titled 'For Whatever Drives You', ŠKODA tells stories from the lives of customers who are inspired by ŠKODA on a daily basis.

[YouTube](#)

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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