



**ŠKODA**  
SIMPLY CLEVER

# PRESS RELEASE

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## World premiere of the new ŠKODA SCALA live online

- › ŠKODA presents new compact model on 6 December 2018 in Tel Aviv
- › Live stream of the ŠKODA SCALA world premiere on ŠKODA Storyboard, YouTube, Twitter and Facebook at 18.30 CET

Mladá Boleslav, 3 December 2018 – This Thursday ŠKODA will be hosting the world premiere of the ŠKODA SCALA in Tel Aviv. For anyone not on location for the world premiere of the new compact model, ŠKODA will be broadcasting the 45-minute vehicle presentation live on the Internet on 6 December 2018, starting at 18.30 CET.

You can watch the livestream on ŠKODA Storyboard and YouTube as well as on Twitter and Facebook. Media outlets can also broadcast the transmission on their own channels via embed code.

Date: Thursday, 6 December 18:30 CET

ŠKODA Storyboard: <http://www.skoda-storyboard.com>

YouTube: <https://www.youtube.com/watch?v=xTqXrrZ9rIU>

Twitter: <https://twitter.com/skodaautonews>

Facebook: <https://www.facebook.com/skoda/>

Embed Code: <iframe width="560" height="315"

src="https://www.youtube.com/embed/xTqXrrZ9rIU" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>

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For the latest news, follow us on <https://twitter.com/skodaautonews>

All content relating to the ŠKODA SCALA can be found using [#SkodaScala](#)

### Media image:



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[Download](#)

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 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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