



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

Page 1 of 3

The ŠKODA SCALA world premiere in Tel Aviv in pictures

- › ŠKODA's new compact model rolls into the spotlight for the first time
- › Unveiling with around 400 international guests in start-up metropolis in the Mediterranean
- › Next big step in the evolution of ŠKODA's design language

Mladá Boleslav/Tel Aviv, 6 December 2018 – Curtain up for ŠKODA's new compact model: The new ŠKODA SCALA celebrated its world premiere in Tel Aviv this evening. The presentation in Petah Tikva, a suburb of Tel Aviv, impressed not only the 400 guests present; hundreds of thousands watched the world premiere via livestream on the Internet.

You can find photographs of the ŠKODA SCALA world premiere at: <https://www.skoda-storyboard.com/>.

The approximately 45-minute presentation is available at:

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

The ŠKODA SCALA press kit with vehicle photographs and videos can be downloaded from the [ŠKODA Storyboard](#).

With a new character, new technology and a new name, the ŠKODA SCALA completely redefines the compact car segment for the Czech brand. The fitting name 'SCALA' comes from the Latin for 'stairs' or 'ladder'. The hatchback combines an emotive design with a high level of functionality as well as state-of-the-art connectivity, and transfers the sensational design language of the VISION RS concept study into a production vehicle for the first time. A selection of five engine variants is available, with power outputs ranging from 66 kW (90 PS) to 110 kW (150 PS). In addition, the SCALA offers a high level of active and passive safety, full-LED headlights and tail lights, plenty of space for luggage and passengers, as well as numerous Simply Clever features. It will be launched on the market in the first half of 2019.

For more information

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All content related to the ŠKODA SCALA can be found at [#SkodaScala](#).

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PRESS RELEASE

Page 2 of 3

Media images:



The ŠKODA SCALA world premiere in Tel Aviv
ŠKODA Board Members at the world premiere of the new compact model ŠKODA SCALA at 'Terminal' in Tel Aviv - 6 December 2018.

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Source: ŠKODA AUTO



The ŠKODA SCALA world premiere in Tel Aviv
ŠKODA AUTO CEO Bernhard Maier presented the new ŠKODA SCALA on 6 December 2018.

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The ŠKODA SCALA world premiere in Tel Aviv
Head of ŠKODA Design Oliver Stefani presented the design features of ŠKODA SCALA on 6 December 2018.

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The ŠKODA SCALA world premiere in Tel Aviv
ŠKODA AUTO Board Member for Sales and Marketing Alain Favey presented the new ŠKODA SCALA compact model on 6 December 2018.

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ŠKODA
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Page 3 of 3



The ŠKODA SCALA world premiere in Tel Aviv

ŠKODA AUTO Board Member for Technical Development Christian Strube presented the technical highlights of the new ŠKODA SCALA on 6 December 2018.

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The ŠKODA SCALA world premiere in Tel Aviv

The new ŠKODA SCALA rolled into the spotlight on 6 December 2018 at 'Terminal' in Petah Tikva, a suburb of Tel Aviv.

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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 nine passenger-car series: the CITIGO, FABIA, RAPID, SCALA, 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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