



**ŠKODA**  
SIMPLY CLEVER

# PRESS RELEASE

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## ŠKODA AUTO participates in 'Earth Hour' for seventh time in a row

- › ŠKODA AUTO emphasises its commitment to climate and environmental protection by participating in the World Wide Fund for Nature's (WWF) worldwide initiative
- › The car manufacturer has reduced energy and water consumption per vehicle built by 53 per cent since 2010
- › ŠKODA AUTO is consistently implementing its GreenFuture environmental strategy, and heavily investing in environmentally friendly lighting and air conditioning technology

**Mladá Boleslav, 29 March 2019 – As part of 'Earth Hour', tomorrow at 8:30 p.m. local time, millions of private households as well as cities and companies across the whole world will once again turn off their lights for one hour. They will thereby be participating in the worldwide initiative by the World Wide Fund for Nature (WWF). This year, ŠKODA AUTO will be taking part in this event for the seventh time in a row – the company will turn off its lights in 18 areas at its three Czech plants, the service centre in Kosmonosy and in the customer centre in Mladá Boleslav. In doing so, the car manufacturer is taking a stance in support of more climate protection and interacting with the environment responsibly.**

Sustainability, environmental protection and the responsible use of natural resources are key principles at ŠKODA AUTO. As part of its GreenFuture environmental strategy, the car manufacturer has defined concrete targets – the company has invested extensively and is making the production of its vehicles evermore environmentally friendly: since 2010, ŠKODA AUTO has reduced its energy and water consumption per vehicle built by more than 53 per cent.

And new ideas for conserving natural resources are regularly implemented. Thus, energy-efficient LED technology is used for the lighting in many areas of the plants, for example. In doing this, not only has the carbon footprint been reduced in the press plant and paint shop as well as the logistics building, employees also benefit from more pleasant colours of light in their workplaces. This year, more than 10,000 LED lights will be added to the approximately 2,000 that have been installed so far.

ŠKODA AUTO's aim is to solely use carbon-neutral energy for the production of vehicles and components at its Czech plants by the middle of the next decade.

The company bundles all of its environmental activities under the umbrella of the GreenFuture strategy and splits them into three subcategories: GreenProduct focuses on the development of more environmentally friendly drive systems and the use of recyclable materials in cars. Through the measures that fall under GreenRetail, ŠKODA AUTO is promoting eco-friendly operations at its dealerships and workshops. GreenFactory brings together all of the activities that help to conserve resources during production. Key performance indicators such as energy and water consumption or the amount of waste produced per vehicle are precisely monitored and optimised. The same applies to CO<sub>2</sub> emissions and so-called Volatile Organic Compounds (VOCs), which are produced when the car bodies are painted, for example.

Furthermore, ŠKODA AUTO and its employees are involved in numerous projects dedicated to reforestation and the preservation of biodiversity in forests. The 'One Car, One Tree' initiative



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originating in 2007 is one example of this that numerous ŠKODA employees participate in as volunteers. As part of the scheme, a tree is planted for each newly registered ŠKODA car in the Czech Republic. Trainees, apprentices and students at the ŠKODA Vocational School of Mechanical Engineering also take part in the initiative and literally make the school's surroundings blossom.

## Further information:

Tomáš Kotera  
Head of Corporate Communications  
[tomas.kotera@skoda-auto.cz](mailto:tomas.kotera@skoda-auto.cz)  
T +420 326 811 773

Kamila Biddle  
Spokesperson – Production, HR and Environment  
[kamila.biddle@skoda-auto.cz](mailto:kamila.biddle@skoda-auto.cz)  
T +420 730 862 599

## Media image:



### ŠKODA AUTO participates in 'Earth Hour' for seventh time in a row

As part of the World Wide Fund for Nature's (WWF) worldwide initiative, ŠKODA AUTO is emphasising its commitment to climate and environmental protection and will turn off its lights at its three Czech plants for one hour.

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Source: ŠKODA AUTO

## ŠKODA AUTO

- › was founded during the pioneering days of the automobile in 1895, making it one of the longest-established car 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 and the SUPERB.
- › delivered more than 1.25 million vehicles to customers around the world in 2018.
- › has been part of Volkswagen Group since 1991. 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 39,000 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.

ŠKODA Media Services

[media@skoda-auto.cz](mailto:media@skoda-auto.cz)



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