



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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ŠKODA SCALA wins coveted Red Dot Award

- › New compact model convinces expert jury with its outstanding product design
- › The SCALA is the 13th ŠKODA to receive this internationally renowned design award
- › Red Dot Award jury assessed around 5,500 submissions; 64th award ceremony will take place on 1 November

Mladá Boleslav, 27 March 2019 – Even before its launch, the ŠKODA SCALA has already received its first accolade. A jury composed of around 40 international experts has awarded the new compact model the prestigious Red Dot Award 2019 in the product design category. This is the 13th time the Czech brand has been honoured with this coveted accolade. The SCALA is the first production model to feature the new ŠKODA design language destined to define the look of future models from the brand.

With its new sculptural shapes, dynamic lines and meticulously designed details, the SCALA is the first ŠKODA production model to showcase the brand's new emotional exterior and interior design language. Its perfect proportions, clearly defined surfaces, flowing lines and advanced aerodynamics make this new compact model appear modern and sporting. Distinctive features include the upright radiator grille, a dynamic roof line and a sporting diffuser rounding off the wide rear section. In addition, the SCALA is the first production model for the European market to bear the ŠKODA wordmark in individual letters on the tailgate, superseding the traditional logo. The optional extended rear window features that wordmark on the glass surface itself.

The Red Dot Award is among the most prestigious design accolades in the world. Composed of experts from around the globe, the jury brings together independent designers, academics and industry journalists. This year, they were judging around 5,500 submitted products based on criteria such as degree of innovation, quality of design, functionality, longevity and environmental impact. 2019 marks the 64th year in which the Red Dot Award is presented as a global hallmark of outstanding product design. The award ceremony will be on 1 November.

The new SCALA is the 13th ŠKODA to receive the Red Dot Award. In 2006, the ŠKODA OCTAVIA COMBI estate was the first to be honoured with the coveted accolade.

Here is an overview of all the award-winning ŠKODA models:

2019 ŠKODA SCALA
2018 ŠKODA KAROQ
2017 ŠKODA KODIAQ and ŠKODA OCTAVIA III COMBI
2016 ŠKODA SUPERB III
2015 ŠKODA FABIA III
2014 ŠKODA RAPID SPACEBACK
2013 ŠKODA RAPID
2010 ŠKODA SUPERB II and ŠKODA YETI
2008 ŠKODA FABIA II
2007 ŠKODA ROOMSTER
2006 ŠKODA OCTAVIA II COMBI

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ŠKODA SCALA wins coveted Red Dot Award

Experts from around the globe have decided: the ŠKODA SCALA wins the “Red Dot Award” in the product design category. The ŠKODA SCALA is the 13th model from the Czech brand to receive the renowned Red Dot Award.

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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 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 and the SUPERB.
- › delivered more than 1.25 million vehicles to customers around the world in 2018.
- › 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 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.