



**ŠKODA**  
SIMPLY CLEVER

# PRESS KIT

Page 1 of 3

## The ŠKODA SCALA – new definition of the compact car segment for the Czech carmaker

- › **Emotive:** with the new compact car, ŠKODA is taking the next step in development of brand's design language
- › **Pointing to the future:** the first ŠKODA based on Volkswagen Group's MQB A0 platform
- › **Innovative:** new infotainment systems and ŠKODA Connect mobile online services
- › **Roomy:** spacious and versatile interior despite compact outer dimensions
- › **Efficient:** five powerful and efficient turbo engines including TSIs, TDIs and a G-TEC
- › **Safe:** assistance systems from higher segments and up to nine airbags

Featuring an emotive design, a high degree of functionality as well as state-of-the-art connectivity, the ŠKODA SCALA completely redefines the compact car segment for the Czech carmaker. In line with its new character and modern technology, the hatchback has been given a new name. 'SCALA' comes from the Latin for 'stairs' or 'ladder' and represents the step forward ŠKODA has taken with this car. The ŠKODA SCALA is the first production model to showcase the stunning design language of the ŠKODA VISION RS concept car. What's more, it also comes with a high degree of active and passive safety, full-LED headlights and tail lights as well as plenty of space for passengers and their luggage. There is a choice of five engines with a power output ranging from 66 kW (90 PS) to 110 kW (150 PS). In addition, the SCALA offers numerous ŠKODA-typical Simply Clever features. It will be launched onto the European market in the first half of 2019.

All information, photos and videos of the ŠKODA SCALA are available in the digital press kit at [ŠKODA Storyboard](#).

The ŠKODA SCALA is an all-new compact car and sets benchmarks within its segment in terms of technology, safety, space and design. Boasting excellent connectivity, high-quality equipment and exquisite materials, it perfectly represents the brand's values, which are suitably encapsulated by the term 'smart understatement'. The SCALA thereby also appeals to the younger, design-focused online generation, who also attach importance to enjoying a generous amount of space (as is typical for a ŠKODA), the largest boot in its segment and great value for money.

### **Emotive and authentic design**

Precision-designed details lend the ŠKODA SCALA a distinct identity. It is the first ŠKODA to roll off the production line showcasing the next development stage of the Czech brand's design language and does so confidently bearing ŠKODA lettering across its tailgate. For the first time, the Czech carmaker replaces the familiar ŠKODA logo by this significant block lettering on a car sold on the European market. The car's unique, extended rear window and the large panoramic glass roof that is part of the Emotion package, provide the ŠKODA SCALA with its unique style, while alloy wheels measuring up to 18 inches create dynamic accents. Displaying perfect proportions, clearly defined surfaces, flowing lines and refined aerodynamics, the SCALA has a modern and sporty look.



**ŠKODA**  
SIMPLY CLEVER

# PRESS KIT

Page 2 of 3

## **New interior concept featuring a free-standing screen**

The SCALA's interior combines ergonomics and emotiveness with a ŠKODA-typical generous amount of space and the largest boot in its segment. Just like the front door trims, the instrument panel also features a high-quality, soft-foam surface with a new specific texture resembling crystalline structures; the central touchscreen is positioned high on the dashboard in clear view of the driver. Ambient lighting, which enhances the car's interior with white or red illumination (an additional coppery illumination will be available from the second half of 2019), combines with warm hues and contrasting coloured stitching on the seat covers (optionally available in an exquisite Suedia microfibre) to create a pleasant atmosphere. A heated windscreen, heated steering wheel and heated rear seats are all optional extras that provide added comfort. The SCALA's interior is really spacious despite its total length measuring just 4,362 mm. This is possible thanks to a wheelbase of 2,649 mm – the largest of a car based on MQB-A0 platform. The boot has a capacity of 467 l, which increases to 1,410 l with the rear seats folded down.

## **Assistance systems from higher segments**

The SCALA is the first ŠKODA based on Volkswagen Group's MQB-A0 platform. ŠKODA can therefore offer assistance systems for the SCALA which have previously only been seen in higher-tier models. Lane Assist and Front Assist, which includes the City Emergency Brake as well as Predictive Pedestrian functions, are already part of the car's standard equipment. Up to a distance of 70 m, the optional Side Assist alerts the driver of vehicles approaching from behind or when they are in the blind spot. Adaptive Cruise Control (ACC), which can be used at speeds of up to 210 km/h, and Park Assist are further optional extras.

## **Five efficient engines and an adjustable chassis**

The SCALA comes with a choice of five efficient turbo engines, all of which comply with the Euro 6d-TEMP emissions standard. Three 1.0-litre or 1.5-litre TSI engines produce power outputs ranging from 70 to 110 kW (95 to 150 PS). The 1.5 TSI benefits from Active Cylinder Technology (ACT) and is capable of imperceptibly shutting down two cylinders when driving with a light load, thus saving fuel. The 1.6-litre TDI delivers 85 kW (115 PS) and is fitted with an SCR catalytic converter featuring AdBlue injection and a diesel particulate filter; the petrol engines are equipped with a petrol particulate filter. The 1.0-litre G-TEC generating 66 kW (90 PS), which is designed to run on environmentally friendly natural gas (CNG), will follow later in 2019. A 7-speed DSG is an optional extra for all engines outputting 85 kW (115 PS) or more. Sport Chassis Control is another available option. The chassis is 15 mm lower and, in addition to Normal mode, has a Sport mode with a firmer adjustment of shock absorbers. Both modes can be configured using the Driving Mode Select feature.

## **LED technology as standard and up to nine airbags**

The SCALA boasts LED headlights and tail lights as standard; full-LED versions as well as dynamic rear indicators are optional – the latter of which is the very first for a ŠKODA. The indicators are made up of individual LEDs, which illuminate one after another, sweeping from the inside and towards the outside of the car. The car's airbags – up to nine – include a driver knee airbag and, for the first time in the segment, optional rear side airbags. In the event of an impending collision, the optional proactive Crew Protect Assist automatically closes any open windows and tensions the front seat belts.



**ŠKODA**  
SIMPLY CLEVER

# PRESS KIT

Page 3 of 3

## Always online and state-of-the-art connectivity

Fitted with a built-in eSIM, the SCALA is the first ŠKODA to be always online and to provide eCall and Proactive Service as standard features. Using the new Infotainment Apps from the Shop, the top-of-the-range Amundsen infotainment system comes with a Weather app as well as a News app. Furthermore, online data assists navigation as well as the voice control feature, and it supplies information about traffic, fuel prices and available parking spaces. The remote vehicle access enables, for example, to lock and unlock the car from a distance (Lock & Unlock) or to call up information about the car via the ŠKODA Connect app. Depending on the model, the third-generation, modular infotainment systems feature screens ranging from 6.5 to 9.2 inches, and the display of the optional 10.25-inch Virtual Cockpit is amongst the largest in the segment. As is usual for a ŠKODA, the SCALA incorporates a wealth of Simply Clever features too. These include an electric tailgate incl. Tip-To-Close function – a first for the segment –, an integrated funnel in the lid of the windscreen washer tank and an electrically retractable tow bar.

## Further information:

Hermann Prax  
Head of Product Communications  
T +420 326 811 731  
[hermann.prax@skoda-auto.cz](mailto:hermann.prax@skoda-auto.cz)

Pavel Jína  
Spokesperson – Product Communications  
T +420 326 811 776  
[pavel.jina@skoda-auto.cz](mailto:pavel.jina@skoda-auto.cz)

## ŠKODA Media Services

[skoda-storyboard.com](http://skoda-storyboard.com)

## Download the ŠKODA Media Services app



Follow us at <https://twitter.com/skodaautonews> for the latest news. Find out all about the ŠKODA SCALA with [#SkodaScala](https://twitter.com/skodaautonews).

## 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 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.