



ŠKODA
SIMPLY CLEVER

PRESS KIT

Page 1 of 2

Simply Clever offering new features in the compact car segment

- › SCALA introduces new brand-typical Simply Clever details into the compact car segment
- › Electric tailgate and electrically retractable tow bar
- › Integrated funnel in the lid of the windscreen washer tank and ice scraper in the fuel filler flap with a tyre tread depth gauge

Mladá Boleslav / Split, 2 April 2019 - ŠKODA is well-known for its Simply Clever solutions. The SCALA is no different – it provides a variety of intelligent features to make day-to-day life that little bit easier for its owners. In addition to the classics such as the ticket holder on the A-pillar on the driver's side and the umbrella compartment (including umbrella) in the driver's door, these also include useful new details such as the ice scraper in the fuel filler flap with a tyre tread depth gauge and an integrated funnel in the lid of the windscreen washer tank. If desired, the SCALA can be equipped with an electric tailgate; the optional electrically retractable tow bar can be released using a button in the boot.

ŠKODA CEO, Bernhard Maier, said, "Just like every other ŠKODA model, the new SCALA also comes with some unique Simply Clever solutions that really make a difference to our customers' everyday lives. To name just one: the retractable tow bar, which is electrically unlocked with just the push of a button."

The SCALA is the first in its segment to come with an optional electric tailgate, which can be opened and closed at the touch of a button, allowing easy access to the large boot. Thanks to the integrated Tip-To-Close function, it can also be closed by lightly pulling on the open tailgate. The optional electrically retractable tow bar is new to the segment too; it can be released at the touch of a button in the boot. A 12V socket is also available in the boot. The ice scraper in the fuel filler flap now features a tyre tread depth gauge. The integrated funnel in the lid of the windscreen washer tank allows the washer fluid to be refilled tidily.

Selected Simply Clever features

- › Electrically retractable tow bar
- › Electric tailgate incl. Tip-To-Close function
- › Integrated funnel in the lid of the windscreen washer tank
- › Ice scraper in the fuel filler flap with a tyre tread depth gauge
- › Misfuel protection
- › Two front and rear USB ports
- › Ticket holder on the A-pillar on the driver's side
- › Folding backrest of the front passenger seat
- › Folding tray tables on the front seatbacks
- › Pull-down rear centre armrest with cup holders
- › Resting position for the rear seatbelts
- › Glasses compartment
- › Multimedia holder (incl. slot for keys and coins)
- › Umbrella compartment (incl. umbrella) in the driver's door
- › Storage nets on the inside edges of the front seats



ŠKODA
SIMPLY CLEVER

PRESS KIT

Page 2 of 2

- › High-vis-vest storage in every door
- › Waste bin in the door trim
- › B-pillar hooks
- › Cargo fasteners in the boot (storage compartments under the boot floor)
- › Net at the bottom of the parcel shelf
- › Bag hooks in the boot
- › Adjustable false boot floor
- › Boot nets
- › Double-sided boot liner
- › 12V socket in the boot
- › Boot barrier net
- › Vertical positioning of the parcel shelf behind rear seats
- › Top tether anchor points
- › Easy Open cup holder
- › Holders for 1.5-litre bottles in the front doors
- › Holders for 0.5-litre bottles in the rear doors
- › Card holder in the Jumbo Box

Further information:

Hermann Prax
Head of Product Communications
T +420 326 811 731
hermann.prax@skoda-auto.cz

Pavel Jína
Spokesperson – Product Communications
T +420 326 811 776
pavel.jina@skoda-auto.cz

ŠKODA Media Services

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**.

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 been a part of 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.