



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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ŠKODA sets the record straight: Customisation option for the rear of the new ŠKODA SCALA was an April Fool's joke

- › Custom lettering at the rear of the new ŠKODA SCALA will not be on offer
- › The ŠKODA SCALA emphasises its strong identity as the manufacturer's first model for the European market with ŠKODA lettering on the tailgate

Mladá Boleslav, 2 April 2019 – ŠKODA started April yesterday with a little joke. Custom lettering at the rear of the new compact model ŠKODA SCALA will not be available as an option.

However, there is still a personal touch: the SCALA is the car manufacturer's first series-produced vehicle in Europe to emphasise its strong identity with ŠKODA lettering at the rear instead of the well-known logo.

The wordmark in glossy chrome on the extended rear window in the 'Emotion' package or 'Image' package stand out and give the SCALA a distinctive rear view.

With its sculptured shapes, dynamic lines and precise details, the ŠKODA SCALA recently won over the international expert jury of the Red Dot Award ahead of its market launch. [The new compact model was awarded the prize in the 'Product Design' category.](#)

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Media image:



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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 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.

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