



**ŠKODA**  
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# PRESS RELEASE

Page 1 of 3

## ŠKODA launches 'STAY ON THE SAFE SIDE' safety campaign for cyclists and motorists

- › Multimedia campaign 'STAY ON THE SAFE SIDE' to support cyclists and motorists using the road alongside each other
- › Campaign in the style of popular dashcam video compilations
- › Videos featuring action scenes filmed with stuntmen depict everyday road cycling
- › The campaign can be found on ŠKODA's global online platform [We Love Cycling](#) as well as on [ŠKODA Storyboard](#)

Mladá Boleslav, 10 April 2019 – To kick off the cycling season, ŠKODA will be launching the safety campaign 'STAY ON THE SAFE SIDE' this month. The aim is to promote understanding and respect as well as considerate interaction among motorists and cyclists on the road.

Every day the road presents dangerous situations for motorists and cyclists alike. The campaign 'STAY ON THE SAFE SIDE' demonstrates ways all road users can treat each other more considerately and work better together. Fun competitions and informative videos, articles and infographics show clearly and entertainingly where dangers lie and ways to defuse or avoid those situations.

"Cycling is in our DNA. ŠKODA AUTO's history began in 1895 with the founding of a bicycle factory. With our [WeLoveCycling](#) initiative, we want to motivate, support and inspire cyclists worldwide through our shared passion for cycling. This also includes social responsibility, which is why mediating between cyclists and motorists is very important to us," explains Marc Brinkmann, Head of Marketing at ŠKODA AUTO, adding: "We want the two groups to increase their acceptance of each other and thus promote considerate interactions on the road."

The new campaign continues ŠKODA AUTO's longstanding commitment to road safety. The current model series of the car manufacturer from Mladá Boleslav boast superior safety features across the board and have received the top rating of five stars in demanding Euro NCAP tests. Even in smaller segments, ŠKODA vehicles feature state-of-the-art electronic assistance systems that are otherwise only found in higher vehicle classes.

An integral part of 'STAY ON THE SAFE SIDE' is attractive infographics that show dangerous situations on the road where the safety systems of the ŠKODA models are proven. For example, the new ŠKODA SCALA compact model is available with the advanced Side Assist including parking assistant, which alerts the driver to objects in the blind spot.

Another cornerstone of the campaign is the action video of critical traffic situations that ŠKODA filmed on closed roads in November 2018 in the centre of the Croatian city of Rijeka. The automaker did not rely on digital animation techniques, but hired a professional stuntman who took on the role of an endangered cyclist – so the videos look very realistic to attract maximum attention. You can [watch the campaign hero video in this article on ŠKODA Storyboard](#).



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# PRESS RELEASE

Page 2 of 3

The campaign can be found on ŠKODA's global online platform [We Love Cycling](#) and will subsequently be rolled out in different countries. The brand's social media channels on [Facebook](#), [YouTube](#) and [Instagram](#) are also taking up the campaign.

## ŠKODA's history began with the bicycle

ŠKODA's passion for cycling goes back to the founding years of the company; in 1895 – 124 years ago – Václav Laurin and Václav Klement founded a bicycle factory in the Bohemian town of Mladá Boleslav. Ten years later, the first automobile of the young company, the Voiturette A, rolled out of the factory halls. In 1925, Laurin & Klement merged with ŠKODA. Today cycling is a cornerstone of ŠKODA's sponsorship strategy. The Czech company is involved on many levels as the "engine of cycling": in addition to the Tour de France and the Tour of Spain ("La Vuelta"), the automaker supports other international cycling events as well as numerous national and international popular sports events. Bicycles and accessories are included in ŠKODA's extended product range.

### For more information:

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

Zdeněk Štěpánek  
Spokesperson for Sales, Finance and Business  
[zdenek.stepanek3@skoda-auto.cz](mailto:zdenek.stepanek3@skoda-auto.cz)  
T +420 326 811 771

### Media infographic and video:



#### Infographic: ŠKODA launches 'STAY ON THE SAFE SIDE' safety campaign for cyclists and motorists

To kick off the cycling season, ŠKODA will be launching the safety campaign 'STAY ON THE SAFE SIDE' this month.

[Download](#)

Source: ŠKODA AUTO



#### Video: ŠKODA launches 'STAY ON THE SAFE SIDE' safety campaign for cyclists and motorists

In Rijeka, Croatia, ŠKODA shot several action videos of critical traffic situations with a professional stuntman, so the action videos look very realistic and attract maximum attention.

[YouTube](#)

Source: ŠKODA AUTO

ŠKODA Media Services

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



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# PRESS RELEASE

Page 3 of 3

## 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.

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



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