



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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Overview of the activities of the "Nové Boleslavsko" program

For 2019, the ŠKODA AUTO Endowment Fund is preparing to implement selected projects under the 'Nové Boleslavsko' ('New Boleslav') programme.

'Nové Boleslavsko' – better access:

- **Devising a study on transport concepts** in the Mladá Boleslav region
- **Devising a concept study for cycle lanes** in the region Mladá Boleslav
- **Devising a study on public transport optimisation** in Mladá Boleslav

'Nové Boleslavsko' – more solidarity:

- Financial and material support of **charitable care services** in Mladá Boleslav and surroundings

'Nové Boleslavsko' – better health:

- Financial support for **Health Days**, aimed at promoting healthy lifestyles and preventing serious illnesses
- Financially supporting '**Festival pohody**' ('**Well-being Festival**'), aimed at promoting the mental health of Mladá Boleslav citizens
- Financially supporting **selected organisations** through sporty **ŠKOFIT** challenges
- Financing **medical device procurement for Klaudián Hospital** in Mladá Boleslav

'Nové Boleslavsko' – better education:

- Co-financing **IT equipment (computers, tablets, etc.)** for elementary schools in Mladá Boleslav
- Provision of **further education programmes abroad for primary school directors** from the Mladá Boleslav region

'Nové Boleslavsko' – better home:

- **Developing a study on the integral development** of the Mladá Boleslav region

'Nové Boleslavsko' – increased safety:

- Financial support for developing **traffic calming measures and improving road safety** in Mladá Boleslav
- Raising awareness of **road safety through training programs and campaigns**, working with young people of school age and drivers
- **Drug prevention** with the aid of the multimedia **REVOLUTION TRAIN**
- Financing the **expansion of the town's camera system and new equipment for the local police**

'Nové Boleslavsko' – more activities:

- In partnership with the Foundation for Developing Civil Society (NROS), **an appeal has been announced for leisure activities for the inhabitants of the region**



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'Nové Boleslavsko' – more innovation:

- Financing the launch of a **bike sharing** pilot scheme in Mladá Boleslav

'Nové Boleslavsko' – for the population:

- Co-financing the **transplantation of large trees** as part of the revitalisation of Štěpánka Nature Park
- **Devising a feasibility study on the functional use of the 'Meierhof' property** and implementing the option selected
- **Devising a development study for the 'Altes Werk' site**
- **Devising a study for the Jizera flood park (Iser)**
- Partnership in constructing a **creative and community centre** in Mladá Boleslav

'Nové Boleslavsko' – for leisure:

- Co-financing the construction of a kicker ramp on the BMX site in Benátky nad Jizerou
- Financing a **children's playground** in Kosmonosy
- Financially supporting the **reconstruction of the bowling alley** in Kosmonosy

Strategic projects, where the coordination with partners and the actual financing model are yet to be finalised

'Nové Boleslavsko' – better access:

- **Construction of a pedestrian and cyclist bridge over the Jizera**

'Nové Boleslavsko' – for the population:

- Partnership in the **creative and community centre** in Mladá Boleslav

'Nové Boleslavsko' – for leisure:

- Building an **open-air swimming pool** in Kosmonosy
- Construction of a **central playground with relaxation zone** in the Radouč district

An overview of the ŠKODA AUTO Endowment Fund's current projects, which includes dozens of activities from all ten areas of regional development, can be found at

<http://www.noveboleslavsko.cz/>.

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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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