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PRESS RELEASE

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Bernhard Maier presents trophy to Most Valuable Player of IIHF Ice Hockey World Championship 2019

- › ŠKODA AUTO CEO Bernhard Maier hands over the trophy created by ŠKODA Design for the most valuable player of the tournament to Mark Stone from Canada
- › World Championship provides a stage for the world premiere of the modernised SUPERB and the launch of e-mobility at ŠKODA with the SUPERB iV and CITIGO^e iV
- › Czech car manufacturer is the official main sponsor of the IIHF Ice Hockey World Championship for the 27th time

Mladá Boleslav, 27 May 2019 – The 83rd IIHF Ice Hockey World Championship ended on Sunday in the Slovak capital, Bratislava. Finland won the world championship title in a thrilling final match with a 3:1 win against Canada. Afterwards, ŠKODA AUTO CEO Bernhard Maier presented the trophy for the best player of the tournament to Canadian national player Mark Stone. ŠKODA Design created the crystal trophy for the Most Valuable Player of the IIHF Ice Hockey World Championship for the second time in a row.

The IIHF Ice Hockey World Championship 2019 took place in Slovakia from 10 to 26 May. For the 27th time in a row, ŠKODA AUTO supported the event as the official main sponsor and therefore continues to hold the record for the longest main sponsorship in the history of world sports championships.

Just as last year, ŠKODA AUTO provided another highlight in the form of a spectacular trophy for the most valuable player of the IIHF Ice Hockey World Championship 2019. The dynamic glass sculpture in the shape of an ice crystal was created by ŠKODA Design. It draws inspiration from the traditional Czech glass craftsmanship that is also reflected in the design of ŠKODA's current models.

ŠKODA AUTO CEO Bernhard Maier presented the 35-centimetre-tall, 22-centimetre-wide 5-kilogram trophy to the Most Valuable Player of the World Cup following the final match, Mark Stone from Canada.

There was another reason this year's Ice Hockey World Championship was a very special occasion for ŠKODA: The car manufacturer used the event for a [world premiere](#), presenting the comprehensively revised top model ŠKODA SUPERB on 23 May, the day of the quarter-finals. ŠKODA also entered the era of electromobility: With the SUPERB iV, ŠKODA presented a variant of the top model with plug-in hybrid drive for the first time, as well as the all-electric ŠKODA CITIGO^e iV, the first 100% battery-powered vehicle in the company's long history.

Over the course of the World Championship, more than 472,600 fans flocked to the arenas in Bratislava and Košice to support their teams and watch the matches live. Added to that, more than 1,2 billion people worldwide tuned in to watch the matches on TV and the Internet. ŠKODA was prominently represented as the partner to the fastest team sport in the world; the car manufacturer's logo could be seen on the boards and the centre circle. The car manufacturer also presented three model highlights on the side-lines – the city SUV ŠKODA KAMIQ, the new compact model ŠKODA SCALA and the high-performance SUV KODIAQ RS.



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As the mobility partner, ŠKODA also provided the organisers with 50 specially branded vehicles, this time mainly using the SUV models KODIAQ and KAROQ in the vehicle fleet. ŠKODA has been supporting the IIHF Ice Hockey World Championship as a mobility partner since 1992.

ŠKODA was once again the exclusive partner of the IIHF App. The smartphone application for the operating systems Android and iOS offered hockey fans exciting background stories and interesting statistics. Thanks to the live ticker, which features a goal alert, fans did not miss any of the action. Users could also predict the outcome of the game in the betting game and share it with friends.

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PHOTO

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Source: ŠKODA AUTO

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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