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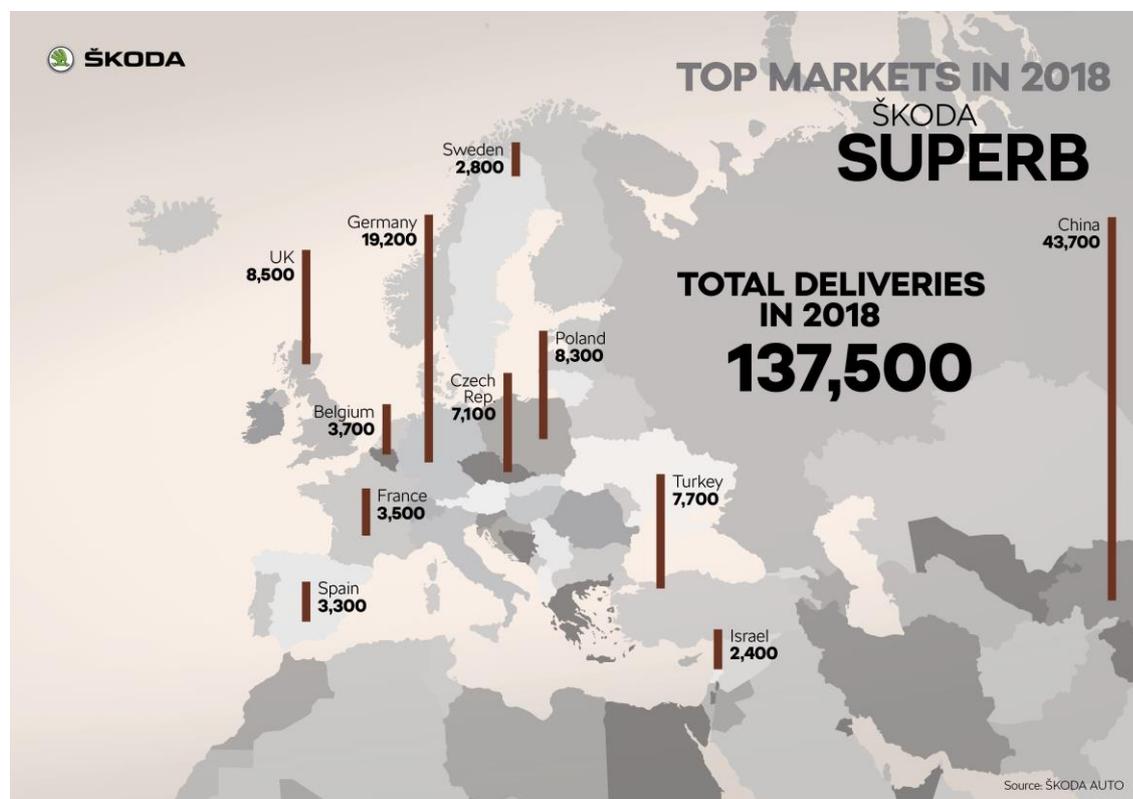
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ŠKODA SUPERB: revised top model sets benchmarks within its segment

- › ŠKODA SUPERB upgraded with new technologies and refined design
- › Czech car manufacturer's top model is available as a SUPERB SCOUT for the first time
- › ŠKODA's flagship in terms of design, comfort, safety and interior space
- › New EVO generation of diesel engines

Mladá Boleslav / Wagram, 1 July 2019 – Design and technology update for the ŠKODA SUPERB: three and a half years after the launch of the third generation, the brand's flagship has been comprehensively modernised. What's more, ŠKODA's top model is for the first time available as a SUPERB SCOUT, and by the end of the year there will be introduced also the SUPERB iV plug-in hybrid. Technological highlights such as full LED Matrix headlights and an even wider range of innovative assistance systems make the ŠKODA SUPERB one of the safest and most comfortable cars in its segment; in terms of spaciousness, it sets the benchmark for mid-size cars.

ŠKODA has further enhanced the SUPERB and SUPERB COMBI, upgrading its flagship with new technologies and an even more sophisticated interior. In spring 2019, the third-generation SUPERB, which was introduced in 2015, surpassed the mark of 500,000 units produced. The SUPERB COMBI accounts for approximately 54 per cent of SUPERBs sold in Europe.





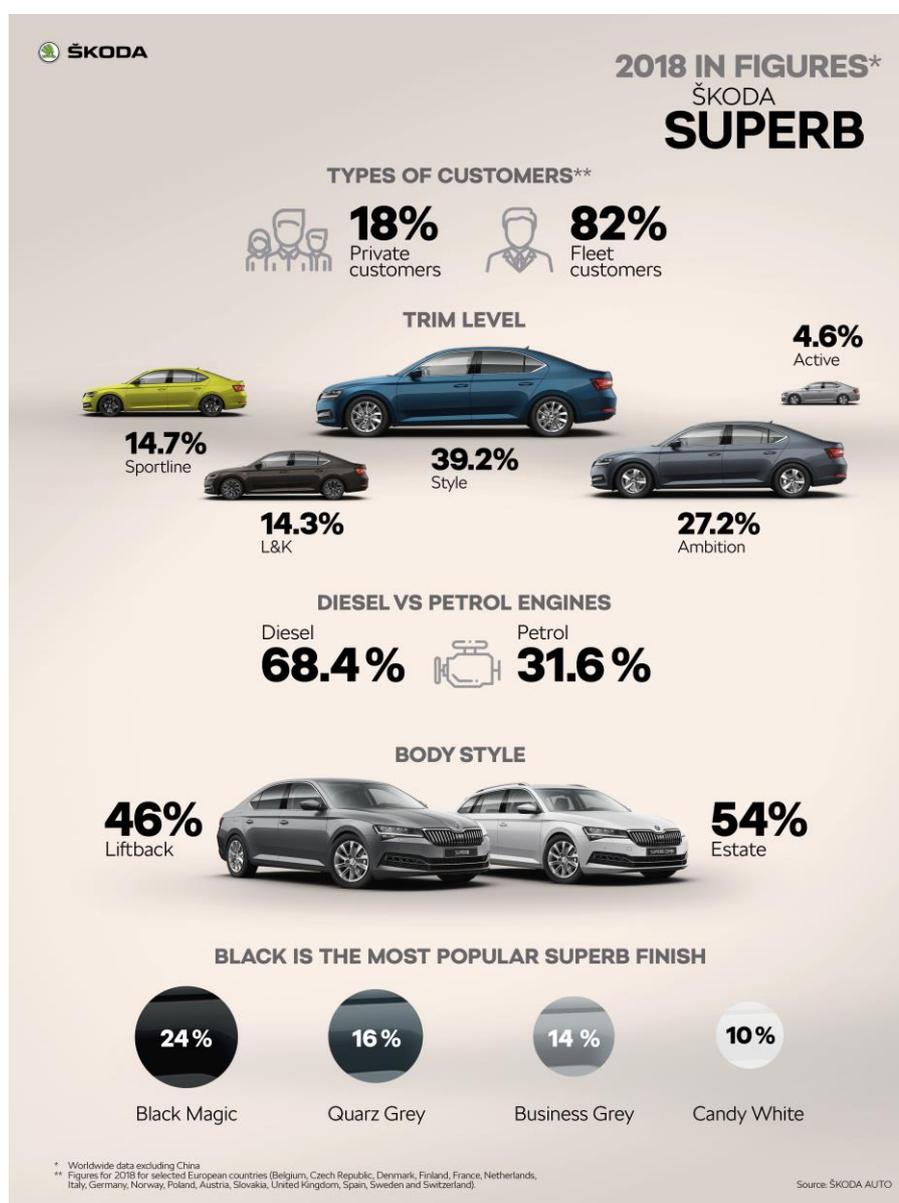
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Thus, the ŠKODA SUPERB is a very successful mid-size car there as both a hatchback and an estate, enjoying a wide customer base thanks to its many talents and benefits. The SUPERB cuts a fine figure as a business car, and is expected to increase the proportion of fleet vehicles even further – which is currently at 82 per cent*. What families love most about the ŠKODA SUPERB is its generous amount of space, versatility and exceptional value for money. The new SUPERB SCOUT appeals to customers focused on multifunctionality and lifestyle, and taps into new groups of buyers for the model range.

* Figure for 2018 for selected European countries (Belgium, Czech Republic, Denmark, Finland, France, Netherlands, Italy, Germany, Norway, Poland, Austria, Slovakia, United Kingdom, Spain, Sweden and Switzerland).





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Full LED Matrix headlights and new assistance systems

Full LED Matrix headlights are available for the first time in a ŠKODA production model. The SUPERB's optional full LED tail lights now incorporate dynamic indicators too. New assistance systems such as Predictive Cruise Control and Side Assist – which works at a distance of up to 70 m away – increase the SUPERB family's high level of safety even further. Emergency Assist for multi-lane roads (available from mid-2020) and Front Assist with Predictive Pedestrian Protection are also both new.

First diesel engine from the new EVO generation

For the ŠKODA SUPERB, three modern diesels and three petrol engines provide power outputs ranging from 88 kW (120 PS) to 200 kW (272 PS). The 2.0 TDI outputting 110 kW (150 PS) – ŠKODA's first diesel from the new EVO generation of Volkswagen Group's engines – is a completely new development. There is a total of ten different engine/drive combinations to choose from; a 7-speed DSG is available either as standard or as an option, depending on the engine and trim level. The most powerful diesel can be equipped with all-wheel drive if desired, whilst for the range-topping petrol engine it comes as standard. The ŠKODA SUPERB SCOUT is exclusively available with these two engines and all-wheel drive is fitted as standard for this model.

New ŠKODA grille and brand name in block lettering at the rear

The typical ŠKODA grille of the revised SUPERB is larger and protrudes a little further down into the new front apron. The narrower headlights now reach the grille and come with LED technology as standard for the dipped and high beam, daytime running lights and position light. The shape of the LED fog lights has been redesigned. At the rear, a chrome trim connecting the full LED lights is particularly eye-catching and the 'ŠKODA' block lettering shapes the overall appearance. As part of the optional ambient lighting, LED spotlights project 'ŠKODA' onto the ground when the doors are opened. Completing the update in terms of visuals, new 18- and 19-inch alloy wheels and the colours Crystal Black and Race Blue have been added to the range of customisation options. Alongside the new SUPERB SCOUT, the Czech car manufacturer will continue to offer the SUPERB as a SPORTLINE; the SUPERB L&K with its exquisite interior remains the top version.

Chrome and contrasting stitching in the interior

In its interior, the SUPERB features chrome highlights, illuminated storage compartments in the doors, new seat covers and coloured contrasting stitching. Using the optional keyless vehicle entry system (KESSEY), any one of the car's four doors can be opened first; the KESSEY GO start button comes as standard for the first time. The SUPERB SCOUT boasts special wood-effect decorative strips and seat covers made of a SCOUT-specific fabric. As an option, Alcantara® and leather seats with brown contrasting stitching are also available. New piping in contrasting colours on the front of the front seats is making its debut. The black interior of the SUPERB SPORTLINE is characterised by Alcantara® and leather sports seats as well as the option of extending the seat surface. For all variants of the SUPERB there is an optional Virtual Cockpit and a choice of three different infotainment systems with 8-inch and 9.2-inch displays. Two of these systems offer a navigation function, which can be operated by gesture and voice control in the top-of-the-range Columbus. In addition, three new Simply Clever solutions are put to use in the new SUPERB, bringing the total of these useful details to 31 in the SUPERB COMBI.



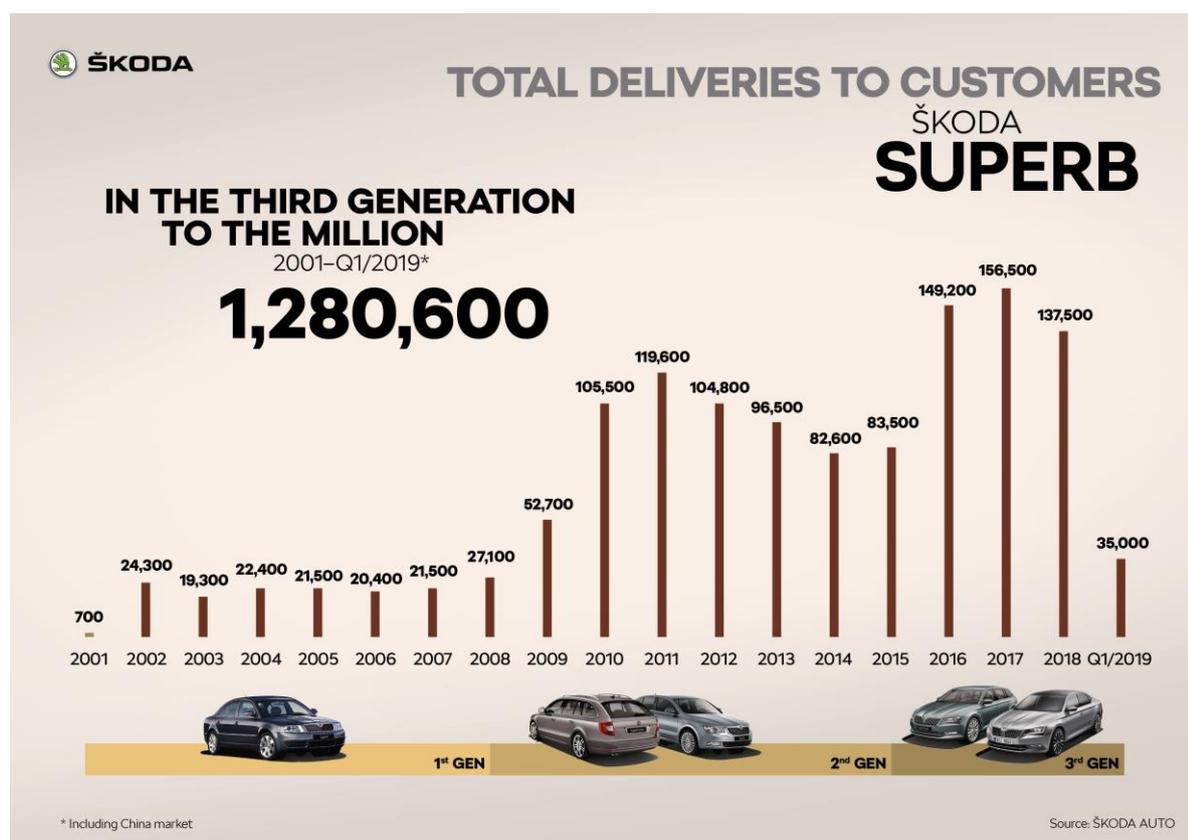
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One million mark reached in third generation

Following in the footsteps of the original SUPERB, which was produced between 1934 and 1949, the era of the modern-day SUPERB began in 2001 and continued in 2008 with its second generation. ŠKODA then also offered the SUPERB as an estate version for the first time. The third generation made its debut in 2015; ŠKODA hit the mark of one million SUPERBs produced worldwide in April 2017.





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INTERVIEW



Jaromír Mendl

Product Marketing Manager – SUPERB

Mr Mendl, who is the new SUPERB intended for? Has its target group broadened as a result of the update?

Qualities of the SUPERB that our customers have particularly valued from the very start are its practicality and spaciousness, its value for money and its low running costs. And, of course, they love the modern and emotive design of the new generation too. The SUPERB impresses with these advantages; these characteristics also remain unchanged in the new model. A wealth of configuration and specification options increase the SUPERB's appeal even further. With the new hybrid variant, we are reaching a new environmentally aware customer group. And we are also adding the SUPERB SCOUT to the portfolio, which caters to our customers' demands for adventurous, lifestyle-oriented models. The SUPERB is a true all-rounder that is not only perfect for representation purposes, but meets the requirements of a family car as well. Thanks to this versatility, it is also more and more popular among fleet customers.

As part of the update, the ŠKODA SUPERB SCOUT is going to be introduced. Why are you introducing this version of the SUPERB now and what sets it apart?

Just like our popular SUV models, the SUPERB SCOUT reflects its drivers' active lifestyle, brings their image to the fore and helps them stand out from the crowd. Our sales statistics clearly show that the SCOUT has been an ongoing success in the OCTAVIA model range for many years. Special features that characterise the exterior, including the additional black plastic underbody protection and other details in contrasting silver, complement the unique interior design elements. These include the exclusive SCOUT seat covers and the wood-effect decor with a SCOUT badge on the front passenger side. For journeys on rougher terrain, the driver can count on all-wheel drive as standard, Driving Mode Select in Off-Road mode and a Rough-Road package featuring an added 15 mm of ground clearance.

What role does the SUPERB play in an age of constantly increasing SUV popularity?

Since its launch in 2015, the SUPERB has achieved success after success and high sales figures, making the top model in the ŠKODA portfolio one of the mid-market (B segment) leaders in Europe. The SUPERB will continue to play its part there. We are convinced that the SUPERB will retain its customers despite growth in the SUV segment.



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Quotes – ŠKODA Management on the modernised ŠKODA SUPERB



Bernhard Maier, ŠKODA AUTO CEO:

“For us, the ŠKODA SUPERB is a very special model. It is our flagship and an important icon for ŠKODA. Well-known ŠKODA virtues such as the highest level of quality, a generous amount of space and exceptional value for money are incorporated into the SUPERB. And the car is setting the trend for the entire brand with its elegant and even more exquisite design combined with the latest technology and assistance systems. With the new SUPERB SCOUT, we are offering a model focused on multifunctionality and lifestyle and are thereby tapping into additional target groups.”



Christian Strube, ŠKODA AUTO Board Member for Technical Development:

“As the flagship in our portfolio, the upgraded ŠKODA SUPERB sets the benchmark for spaciousness in the mid-size car segment. It also features the latest technology and the most comprehensive range of assistance systems that we currently offer at ŠKODA. The SUPERB family is our brand’s first production model range to come with optional full LED Matrix headlights. In addition, a more advanced version of Adaptive Cruise Control, which includes predictive functions, is now offered for the first time too. The ŠKODA SUPERB is therefore one of the safest vehicles in its segment.”



Oliver Stefani, ŠKODA AUTO Head of Design:

“The ŠKODA SUPERB marks a key milestone in the development of the ŠKODA design language. It combines elegant and precise lines with crystalline structures that are reminiscent of Bohemian crystal glass art. We have selectively refined its design even further and added specific new details. These include even more modern, narrow LED headlights as well as a chrome trim and ‘ŠKODA’ block lettering at the rear, which is the new trademark of our cars.”



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Follow us at <https://twitter.com/skodaautonews> for the latest news. Find out all about the new ŠKODA SUPERB with [#SkodaSuperb](https://twitter.com/skodaautonews).

ŠKODA AUTO

- › was founded during the pioneering days of the automobile in 1895, making it one of the longest-established car 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 part of Volkswagen Group since 1991. 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.