

ŠKODA Press Conference

Frankfurt am Main, 10 September 2019

Speech Bernhard Maier

CEO ŠKODA AUTO

Note: Spoken word prevails.

[Einstieg]

[Live-Bild]

Hello ladies and gentlemen!

Welcome to Frankfurt,

Welcome to ŠKODA!

'Driving tomorrow' - this year's IAA motto is exactly the right mindset to take on the challenges facing the automotive industry:

- It sets the right direction – forwards!
- It expresses the speed at which we're moving.
- And it even aligns perfectly with ŠKODA's brand essence: 'Driven by inventiveness – clever ideas since 1895'. 😊

[„Driven by inventiveness – clever ideas since 1895“]

At ŠKODA, we are shaping the **transformation process** with courage, enthusiasm and joy. We love to explore new paths to create tomorrow together. We are implementing our **Strategy 2025** with this spirit. And it is proving effective, ladies and gentlemen!

Our products have been well received around the world. Demand continues to exceed supply. It's a good sign, in my opinion, but also a real challenge. We are working hard to increase our capacities for our customers and also to finance the transformation process. By 2022, we will have invested two billion euros in new drive technologies and mobility solutions.

And that's why we have launched a comprehensive performance programme:

- With an earnings effect of 4.9 billion euros by 2025.
- For investments in products, markets and people.

[Produkt Messages]

Ladies and gentlemen,

We are consistently renewing our product range and continue to expand it:

[Bild SCALA, KAMIQ, SUPERB + SUPERB SCOUT]

- The **SCALA** has made a strong start in the market.
- The **KAMIQ** for Europe is our new entry-level model into the SUV world of ŠKODA.
- And our upgraded **SUPERB** and the all-new **SUPERB SCOUT** are ensuring further growth.

However, our products not only win tests and awards but also – and most importantly – our customers' hearts.

[E-Mobilität @ ŠKODA]

[Grafik E-Mobilität]

And that is precisely what we have in mind with e-mobility:

ŠKODA's electric fleet will quickly become a significant part of our offer. We plan for e-models to account for around 25% of total sales by 2025. We have the right offer for our customers while at the same time contributing to an even cleaner environment.

[Visualisierung Nachhaltigkeits-Ziele]

We have set ourselves very clear, ambitious **sustainability goals** – along the entire value chain:

- We are reducing our fleet's CO₂ emissions by 30% between 2015 and 2025.
- All the energy ŠKODA uses to manufacture vehicles and components at its Czech plants will be generated with net-zero carbon emissions from the second half of the next decade.
- We are also doing our utmost to be as environmentally friendly as possible when recycling our cars. For example, more than 85% of the components of SCALA are recyclable or reusable. Our ambition is to achieve even better results in all areas.

[iV Story]

Ladies and gentlemen,

We are putting the transformation process into action at all levels:

- From analogue to digital.
- From the internal combustion engine to the e-car.
- Towards agile processes with flat hierarchies
- From a traditional car manufacturer to a 'Simply Clever Company for the best mobility solutions'.
- And – if you like – from a singular product to a holistic solution.

The transformation from the ICE to the e-car is the most visible and initially the most significant lever.

In true ŠKODA style, we are making e-mobility Simply Clever. Roll the film!

[iV-Film]

[SUPERB iV fährt auf die Bühne]

[Live-Bild]

Ladies and gentlemen,

Just in time for the 85th anniversary of the SUPERB, we are releasing our flagship with plug-in hybrid drive. The SUPERB iV is our first iV model.

[Illustration der Daten]

The key points:

- 160 kW total output.
- The 56-kilometer range on battery.
- Impressive 850-kilometre range in conjunction with internal combustion engine.

In addition to the new plug-in hybrid drive, the SUPERB has received a comprehensive facelift with numerous technical upgrades including Matrix LED lights and Adaptive Distance Assistant. And, of course, the SUPERB iV also comes in different equipment lines such as this one as the Sportline.

[iV-Wortwolke]

Ladies and gentlemen,

iV stands for more than just our first plug-in hybrid model: with our new sub-brand, we have a much broader vision: we are creating a holistic and networked ecosystem for our customers. What does that mean specifically?

[Wallbox]

Alongside the Volkswagen Group, we are developing easy-to-use wallboxes for home charging. We can offer customers advice to suit their needs and take care of everything from installation to maintenance of the wallbox.

And on the road? You can find the nearest vacant charging point with **ŠKODA Connect** and check the charging status of your car any time.

[e-Charge Card]

The **ŠKODA e-Charge Card** allows you to charge your iV quickly and conveniently at public charging stations throughout Europe.

In the future, we will combine all these ŠKODA digital services under the myŠKODA umbrella. Our goal: To make our customers' lives on the road as pleasant, easy and comfortable as possible. Register once – i.e. single sign-in – and all the services are at your disposal. We call that: Simply Clever! 😊

[CITIGOe iV]

Ladies and gentlemen,

The ecosystem forms the foundation for the iV models we are steadily rolling out. Another product we've brought to show in Frankfurt: the new all-electric CITIGOe iV!

[Livebild CITIGOe iV]

- 61 kW output.
- Up to 260-kilometre range.
- And everything at a very competitive price.

Here in Germany, we already offer leasing for the CITIGOe iV at €145 euros per month. After deducting the government e-car premium, our customers receive a highly attractive package for considerably less than € 17,000.

By the way, our first 100% e-car is also available at weShare – ŠKODA and VW's joint car-sharing platform. You can rent your e-car easily via an app. The service will also be launched in Prague next year.

[Teaser Produktoffensive]

[Animation Modellportfolio]

Ladies and gentlemen,

Our first two iV models have set the course: we are progressively electrifying our entire model portfolio. The series production of our first large electric model will start next year – at the heart of ŠKODA in Mladá Boleslav.

The series-production version of the VISION iV is the flagship of a new era at ŠKODA. By the end of 2022, we will have more than ten partially or fully electric vehicles in the programme.

[Teaser-Bild]

They are part of a major product campaign that is once again gaining momentum: Between 2019 and the end of 2022, we will be launching over 30 new models on the market.

We are convinced that ŠKODA has the potential to sell over two million vehicles a year next decade.

Another real highlight awaits you this year: The new-generation OCTAVIA, the icon of our brand, which is celebrating its 60th anniversary this year.

[Live-Bild 60 Jahre OCTAVIA]

Since production began, more than 6.5 million OCTAVIAS have rolled off the production lines. It is and will remain our undisputed bestseller. With each new generation, we take significant steps forward in design, engines, safety and assistance systems.

[Schluss]

Ladies and gentlemen,

ŠKODA celebrates its 125th birthday next year – only four other carmakers in the world have reached this milestone. For us, this is a very special moment and, at the same time, a great incentive: we will continue our journey – determined and with a lot of passion!

I wish you all an inspiring exhibition, and I look forward to many exciting discussions with you!

And now could I ask my colleagues on the Board to join me on stage for a photo?

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