



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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Born on the rally track: ŠKODA MONTE CARLO models stand for tradition, motor racing and lifestyle

- › MONTE CARLO trim level pays homage to the successful ŠKODA motor racing history
- › Sporty accessories and black design elements have defined lifestyle versions since 2011
- › Top trim level for SCALA and KAMIQ to debut at the 2019 Frankfurt Motor Show in September

Mladá Boleslav, 1 August 2019 – Monte Carlo, the glamorous urban district of the Principality of Monaco, is synonymous with lifestyle, elegance and motor racing. ŠKODA has claimed some of the greatest victories in its motor racing history at the famous Monte Carlo Rally. As far back as 1936, the company released a limited edition of 70 vehicles bearing the MONTE CARLO name. Since 2011, select ŠKODA models with a particularly sporty design and numerous black elements have commemorated this tradition, which is now continued by the SCALA MONTE CARLO and the KAMIQ MONTE CARLO. Both vehicles will be premiered at the 2019 Frankfurt Motor Show.

The Monte Carlo Rally and ŠKODA have a long-standing association stretching back over a hundred years. As early as 1912, when the Monte Carlo Rally was only in its second year, vehicles from Mladá Boleslav were among the competitors. In 1936, ŠKODA POPULAR took second place in its category – marking the start of the MONTE CARLO models. Following this outstanding success, ŠKODA released a limited edition of 70 vehicles that were derived straight from the rally car; they were the first to be given the MONTE CARLO designation.

Exactly 75 years later, ŠKODA revived the celebrated name when it introduced the ŠKODA FABIA MONTE CARLO as the sporty lifestyle version for the second FABIA generation in 2011. Even after the changeover to the third generation, the FABIA MONTE CARLO remains the model series' dynamic top variant. From 2014 to 2019, the Czech car maker offered the ŠKODA CITIGO, ŠKODA RAPID and ŠKODA RAPID SPACEBACK MONTE CARLO, and the ŠKODA YETI MONTE CARLO was sold from 2015 to 2017.

This success story continues seamlessly with the current-generation FABIA MONTE CARLO, which is now joined by the MONTE CARLO versions of the ŠKODA SCALA and ŠKODA KAMIQ. These sporty lifestyle variants are named after the Monaco district that has been the home of the Monte Carlo Rally since 1911, with its legendary Sisteron stage, or the drive across the famous Col de Turini. Numerous black elements provide additional sporty accents, making the design appear even more emotive and dynamic. The ŠKODA SCALA MONTE CARLO for example has black detailing in the front apron, while the ŠKODA KAMIQ MONTE CARLO comes with black roof rails. In addition, the new top variants can be identified by a special badge.

The SCALA MONTE CARLO and the KAMIQ MONTE CARLO will be introduced to the public at the 2019 Frankfurt Motor Show from 10 to 22 September 2019.

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The ŠKODA FABIA MONTE CARLO

The ŠKODA FABIA MONTE CARLO has been available since 2011 and remains the range topper for the current third-generation FABIA.

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Source: ŠKODA AUTO



The ŠKODA POPULAR Sport Monte Carlo

A limited edition of the ŠKODA POPULAR established the tradition of using the Monte Carlo name for sporty ŠKODA variants in 1936.

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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.

Monte-Carlo is registered trademark by Monaco Brands

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