



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

Page 1 of 2

ŠKODA presents design sketches of new OCTAVIA

- › First glimpse of the ŠKODA best-seller's fourth generation
- › New ŠKODA OCTAVIA with next-level design language exudes more emotional appeal than ever before

Mladá Boleslav, 17 October 2019 – ŠKODA has released two exclusive design sketches providing the first glimpse of the new ŠKODA OCTAVIA. The new ŠKODA design language ensures that the fourth generation of the best-selling model in ŠKODA history will have a much more emotive look, while combining compact dimensions with a very generous amount of interior space.

The design sketches show the OCTAVIA liftback's elongated, flowing silhouette marked by a coupé-like roofline. A distinctive new front section, large wheels and tail lights with crystalline elements add further highlights. The best-seller's fourth generation will continue its unique success story. Originally launched a good sixty years ago, the OCTAVIA is a true volume model that has sold more than 6.5 million units to date.

Further information:

Hermann Prax
Head of Product Communications
T +420 734 298 173
hermann.prax@skoda-auto.cz

Zbyněk Straškraba
Spokesperson Product Communications
T +420 326 8 11785
zbynek.straskraba@skoda-auto.cz

Media images:



ŠKODA presents design sketches of the new OCTAVIA

The design sketch of the new ŠKODA OCTAVIA shows an elongated, elegant liftback that looks almost like a coupé and features a distinctive new front section.

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Source: ŠKODA AUTO



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Large wheels underscore the powerful appearance of the new ŠKODA OCTAVIA, while the rear is defined by precise lines and tail lights with crystalline elements.

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Source: ŠKODA AUTO



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Page 2 of 2

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.

ŠKODA Media Services

media@skoda-auto.cz



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