



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

Page 1 of 2

New ŠKODA OCTAVIA world premiere in pictures

- › ŠKODA best-seller's fourth generation introduced to the sounds of "Opus OCTAVIA"
- › 700 guests attend world premiere at Prague Trade Fair Palace
- › Even larger, better and more emotive: the ŠKODA OCTAVIA reaches new dimensions

Mladá Boleslav/Prague, 11 November 2019 – An impressive start for the new ŠKODA OCTAVIA: 700 guests, among them many VIPs, were present on Monday night at the Prague National Gallery's Trade Fair Palace to witness ŠKODA introduce the fourth-generation ŠKODA OCTAVIA. The ŠKODA best-seller entered the limelight to the sounds of "Opus OCTAVIA", a special piece composed by jazz musician Jesse Milliner for the occasion and performed by the Czech Philharmonic and the Time for Three string trio. Tens of thousands of fans followed the presentation online via livestream.

On ŠKODA Storyboard you can find the [Press Kit](#) for the new ŠKODA OCTAVIA, including texts, photographs and videos, is available for download.

For another look at the 35-minute vehicle presentation broadcast, go to [Twitter](#).

A video with highlights from the world premiere is available at <https://youtu.be/iT-YJYHQ0uQ>.

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Media images:



New ŠKODA OCTAVIA world premiere

ŠKODA CEO Bernhard Maier presenting the new ŠKODA OCTAVIA on Monday, 11 November 2019 at the Prague Trade Fair Palace.

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Source: ŠKODA AUTO



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Page 2 of 2



New ŠKODA OCTAVIA world premiere

ŠKODA AUTO Board Member for Technical Development Christian Strube and ŠKODA Head of Design Oliver Stefani introducing the technical and visual highlights of the new ŠKODA OCTAVIA during the world premiere.

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Source: ŠKODA AUTO



New ŠKODA OCTAVIA world premiere

ŠKODA AUTO Board Member for Sales and Marketing Alain Favey explained the importance of the new OCTAVIA within the context of the current ŠKODA model range.

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New ŠKODA OCTAVIA world premiere

The ŠKODA AUTO Board Members during the world premiere of the new ŠKODA OCTAVIA on Monday, 11 November 2019 at the Prague Trade Fair Palace.

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Source: ŠKODA AUTO



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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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