



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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Production of new ŠKODA OCTAVIA begins at main plant in Mladá Boleslav

- › New OCTAVIA features an even more emotive design and numerous innovative technologies
- › Bestseller: 6.5 million units manufactured since 1959
- › Compact model is one of the most popular vehicles in its segment in many markets, including the Czech Republic, Austria, Finland and Switzerland

Mladá Boleslav, 28 November 2019 – The first fourth-generation OCTAVIA rolled off the production line today at ŠKODA AUTO's Mladá Boleslav plant. The latest edition of the brand's bestseller is more spacious, safer, better connected and more emotive than any before it. It is thus setting new benchmarks in its segment yet again and is perfectly equipped to build on the success of its predecessors: with around 400,000 units delivered per year, the OCTAVIA is a favourite amongst European customers. To date, the carmaker has manufactured more than 6.5 million units of its bestseller, which is one of the most popular compact models in the Czech Republic, Austria, Finland and Switzerland.

Michael Oeljeklaus, ŠKODA AUTO Board Member for Production and Logistics, stressed, "The start of production of the new OCTAVIA at our main plant in Mladá Boleslav marks the beginning of a new chapter in the impressive success story of our brand's icon. We have invested into renovating our production lines, enabling us to manufacture the best OCTAVIA ever in time for its 60th anniversary."

The new OCTAVIA rolls off the assembly line in production hall M13 at ŠKODA's headquarters in Mladá Boleslav. ŠKODA built the first modern-day OCTAVIA there more than 20 years ago. For the production of the new OCTAVIA, the company has prepared its facilities to incorporate innovative processes and technologies; robots are also used for numerous complex and physically demanding production steps. What's more, innovative technologies meant that the ŠKODA employees' workstations could be designed particularly ergonomically. Each day, 1,150 fourth-generation OCTAVIAs leave the plant – which is one of the most state-of-the-art and eco-friendliest of its kind in Europe – to be delivered to customers all around the world.

More spacious, better connected and more emotive: the new ŠKODA OCTAVIA

The [new ŠKODA OCTAVIA](#) celebrated its world premiere at the National Gallery in Prague's Trade Fair Palace on 11 November. Just like its predecessor, the model's latest generation also boasts a modern design and advanced technology, combined with exemplary efficiency, groundbreaking practicality and superior quality. In addition to an even more generous amount of space, an array of equipment usually reserved for higher-tier vehicles, innovative connectivity features and improved assistance systems ensure even greater comfort and safety. The new OCTAVIA is, for example, the first-ever ŠKODA to offer a head-up display that projects the most important information onto the windscreen in clear view of the driver.

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Media images:



ŠKODA AUTO begins serial production of all-new OCTAVIA

The new generation of the OCTAVIA rolls off the assembly line at ŠKODA AUTO's headquarters in Mladá Boleslav.

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Source: ŠKODA AUTO



ŠKODA AUTO begins serial production of all-new OCTAVIA

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Source: ŠKODA AUTO



ŠKODA AUTO begins serial production of all-new OCTAVIA

The ŠKODA OCTAVIA is one of the most popular vehicles in Europe and, with more than 6.5 million units manufactured, is the brand's bestseller.

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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 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.

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