



ŠKODA
SIMPLY CLEVER

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VISION IN – interior features both modern technology and traditional craftsmanship

- › 12.3-inch (31.24-cm) central display, Virtual Cockpit and shift-by-wire technology
- › Bohemian crystal glass meets Kalamkari traditional Indian craftsmanship
- › Sustainable materials: seat covers made of rhubarb leather and orange oak leather

Mladá Boleslav / New Delhi, 3 February 2020 – In the interior of the VISION IN concept study, state-of-the-art technologies and innovative materials meet traditional Indian craftsmanship and Bohemian crystal glass art. The wide, symmetrically arranged dashboard echoes the lines of the ŠKODA grille and has been inspired by the Indian textile printing technique Kalamkari, in which fabric printed with traditional patterns is produced in 23 steps. Bohemian crystal glass also catches the eye in the interior and, used for a crystalline 'assistant' in the middle of the dashboard, provides a bridge to the digital world. For the first time, the interior also showcases the use of rhubarb leather, an innovative organic leather, as well as oak leather and Piñatex, a leather alternative made from waste pineapple leaves. Seat covers and numerous storage compartments embody ŠKODA's typical Simply Clever features.

Oliver Stefani, Head of Design at ŠKODA, explained, "For the ŠKODA VISION IN, we have combined Indian and Czech traditions with state-of-the-art technologies. In addition, we have also used classic materials such as sustainable genuine leather produced without the use of any chromium, alongside vegan leather alternatives – allowing us to refine the new ŠKODA interior concept and enhance it with attractive details."

The interior of the VISION IN concept study is characterised by the new ŠKODA design language. The elongated dashboard picks up the symmetrical contours of the ŠKODA radiator grille and incorporates air vents featuring the brand-typical SUV design. The ŠKODA designers have also broken new ground when devising the decorative trim that adorns the dashboard and have drawn inspiration from Indian culture. The decor pays homage to the traditional Indian textile printing technique, in which classic motifs are printed onto fabric using handmade East-Indian-rosewood stamps. At the same time, the characteristic ŠKODA crystal seam on the dashboard and door panels as well as decorative armrest trims made of genuine crystal make reference to the traditional Czech art of glass cutting. An all-new crystal button on the dashboard acts as a bridge to the modern world: using this button, the driver can communicate with the infotainment system's digital assistant in the same way they would if they were using the free-standing 12.3-inch (31.24-cm) central screen.

Virtual Cockpit and shift-by-wire technology

The VISION IN's modern technological comforts also include the individually configurable Virtual Cockpit and shift-by-wire technology. The gear selector is no longer connected to the 7-speed DSG mechanically. Instead, it relays which gear has been chosen electronically. The classic selector lever has been replaced with a small rocker switch for operation. The convenient electromechanical parking brake means the familiar handbrake lever is also no longer required. This creates a new sense of spaciousness and makes it possible to keep the centre console much smaller and tidier. The gained space resulting from this has – in typical, Simply Clever ŠKODA fashion – been used



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for several new storage compartments. The three-spoke steering wheel is another important component of the new interior concept.

Plenty of space and a variable back seat

Thanks to its large wheelbase and the MQB-A0-IN platform, the VISION IN provides an extraordinarily generous amount of space. Furthermore, it is also possible to effortlessly transform the variable back seat from a three-seat configuration into two comfortable single seats with a centre console between them. Catering to the premium look coveted on the Indian market, genuine chrome-free leather is used for the seat upholstery as well as real wood for the decorative trims.

Vegan floor, and roof-lining materials made from recycled polyester fibres

Alongside wood and natural leather, the VISION IN also makes use of vegan as well as recycled materials. The floor mats are made of Piñatex, for example. Pineapple leather, as it is also known, is a leather-like fabric made from waste pineapple leaves. The concept study's roof lining is made from recycled plastic fibres and – owing to the transition from black to orange that is drawn across the entire roof – provides another distinctive visual highlight.



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ŠKODA AUTO

- › is this year celebrating 125 years since the company was founded during the pioneering era of the automobile in 1895, making it one of the longest-established car manufacturers in the world.
- › currently offers its customers nine passenger-car series: the CITIGO, FABIA, RAPID, SCALA, OCTAVIA and SUPERB as well as the KAMIQ, KAROQ and KODIAQ.
- › delivered 1.24 million vehicles to customers around the world in 2019.
- › 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 and India mainly through Group partnerships, as well as in Ukraine and Kazakhstan with local partners.
- › employs approximately 42,000 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.