



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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Double victory for ŠKODA in 'Best Cars' readers' choice

- › Readers of the trade magazine 'auto motor und sport' voted the ŠKODA OCTAVIA the import winner in its class for the eighth time
- › ŠKODA SUPERB takes first place in the mid-class import ranking

Mladá Boleslav/Weiterstadt, 6 February 2020 – The readers of the trade magazine 'auto motor und sport' have decided: the ŠKODA OCTAVIA and ŠKODA SUPERB are among the winners of the 'Best Cars 2020' readers' choice: Taking 15.4% of the total votes, the OCTAVIA secured the title as the most popular imported compact car in Germany for the eighth time. 17.9% of the participants voted for the ŠKODA SUPERB, making it the import winner in the mid-class.

At the award ceremony in Stuttgart, ŠKODA AUTO CEO Bernhard Maier said: "We are delighted with this double victory: it is a great award for our OCTAVIA; it is the icon of our brand. The prize for the SUPERB shows that we are fully meeting our customers' wishes with the product upgrade. I would like to thank all the readers who voted for our two models. These awards are a great incentive for the entire ŠKODA team. We are determined to stay on track!"

This was the 44th time the specialist magazine 'auto, motor und sport' had called on its readers to select their personal favourites in eleven categories. They had a choice from among 387 models. Around 103,000 participants cast their votes in the 'Best Cars' reader's choice.

Just days before the award ceremony, customers could begin placing orders for the new OCTAVIA in Germany. The heart of the brand is initially available in the estate version; the model portfolio will be expanded to include the saloon variant in a few weeks. The new edition of the bestseller is more spacious, safer, connected and emotive than ever before. The OCTAVIA is once again setting standards in its segment and has all the credentials to build on the success of its predecessors: with around 400,000 units delivered annually, the OCTAVIA is one of the most popular vehicles in Europe. So far, ŠKODA has produced almost seven million of its bestseller.

The ŠKODA SUPERB was comprehensively revised last year. The flagship of ŠKODA's model range is now more attractive, modern and spacious than ever. Full-LED matrix headlights and an extended range of innovative assistance systems are representative of the many technical highlights that make the SUPERB one of the safest and most comfortable vehicles in its class. A version with plug-in hybrid drive is now also available for the first time – the SUPERB iV. Thanks to its success, the SUPERB has made a significant contribution to ŠKODA's continued growth; since the third generation was launched in March 2015, 500,000 units have rolled off the assembly line. Until now, ŠKODA has manufactured around 1.25 million units of its top model.

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Media images:



Double victory for ŠKODA in 'Best Cars' readers' choice
ŠKODA AUTO CEO Bernhard Maier (left) and František Drábek, Head of ŠKODA AUTO Product Line Compact, with the awards for the ŠKODA models OCTAVIA and SUPERB.

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Source: ŠKODA AUTO



ŠKODA OCTAVIA wins in 'Best Cars 2020'

With 15.4% of all votes cast, OCTAVIA secured the title of the best imported compact car in Germany for the eighth time.

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Source: ŠKODA AUTO



ŠKODA SUPERB wins in 'Best Cars 2020'

17.9% of the participants voted for the ŠKODA SUPERB, making it the import winner in the mid-class.

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Source: ŠKODA AUTO

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.