



**ŠKODA**  
SIMPLY CLEVER

# PRESS KIT

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## Comfort & safety: head-up display and ergonomic seats make their debut

- › Head-up display projects important information in clear view of the driver as an option
- › Ergonomic seats available for the first time – top version with ventilation and seal of approval from the German Campaign for Healthier Backs
- › Electromechanical parking brake and electric windows as standard, debut for tri-zone Climatronic air conditioning as an optional extra

**ŠKODA has equipped the new OCTAVIA with numerous safety and comfort features usually reserved for higher-tier vehicles. The head-up display, for example, that projects the most important information directly onto the windscreen in clear view of the driver, is making its debut at ŠKODA. Other new features include two types of optional ergonomic seats, the top-of-the-range variants being ventilated and bearing the seal of approval from the German Campaign for Healthier Backs.**

The OCTAVIA's new head-up display is a first at ŠKODA. It is available as an optional extra from the Style trim level upwards. This innovative feature increases both safety and comfort for the driver. It works using an imaging unit which creates pictures based on data to be displayed, such as speed, navigation, detected traffic signs and activated driver assistance systems. The resulting pictures are then presented in clear view of the driver using an optics module that projects directly onto the windscreen. This allows them to read such information without taking their eyes off the road.

### **Particularly back-friendly seats as an option**

For the first time, ŠKODA is offering particularly back-friendly seats as an option in the new OCTAVIA. They are available from the Ambition trim level upwards and come with electronically adjustable lumbar support as well as an electric massage function. Their length and height can be adjusted – even in their entry-level variant; heating is optional. In addition to the heated seats, which are standard, and electric seat adjustment including a memory function, the top version of the ergonomic seats – available as an option for Style – not only bears the seal of approval from the German Campaign for Healthier Backs but also features perforated leather upholstery with ventilation and an electric massage function.

### **Tri-zone Climatronic air conditioning and KESSY for all doors**

The new edition of the Czech car manufacturer's bestselling model is, depending on the trim level, equipped with a manual or the dual-zone Climatronic air conditioning system as standard. Tri-zone Climatronic is available as a new optional extra. The heated windscreen is another option and uses a thin, conductive silver film. The optional KESSY keyless vehicle entry system will provide even more comfort in future, allowing any one of the OCTAVIA's four doors to be opened first. All of the new models now come with a convenient button for starting the engine, four electric side windows and – making its debut at ŠKODA – an electromechanical parking brake. The ŠKODA OCTAVIA is now also available with acoustic side windows at the front, which reduce road noise in the cabin even further.



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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 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 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 into the 'Simply Clever company for the best mobility solutions' as part of the ŠKODA 2025 Strategy.