



**ŠKODA**  
SIMPLY CLEVER

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## ŠKODA OCTAVIA wins its third Red Dot Award for outstanding product design

- › All-new ŠKODA OCTAVIA wows with emotive shapes and dynamic proportions
- › Best-seller's fourth generation nets ŠKODA its 14<sup>th</sup> Red Dot Award
- › 65<sup>th</sup> edition of the award had panel of international experts judge 6,500 products

Mladá Boleslav, 31 March 2020 – Three's a charm: following previous nods in 2006 and 2017, the ŠKODA OCTAVIA has once again received the renowned Red Dot Award for outstanding product design, marking its third such win. The ŠKODA best-seller's all-new fourth generation impressed a jury of around 40 experts from across the globe with its emotive styling, sculpted design elements and elegant, dynamic proportions. The design contest's 65<sup>th</sup> edition has thus netted the Czech manufacturer its 14<sup>th</sup> Red Dot Award for its models. The official handover of the 2020 product design awards is scheduled to take place on 22 June during the Red Dot Gala event in Essen, Germany.

Christian Strube, ŠKODA Board Member for Technical Development, points out: "At ŠKODA we offer our customers outstanding value for money. This is reflected in our vehicles' spaciousness and great everyday usability as well as a consistent design philosophy whose core elements are 'Crystalline' and 'Surprising'. Winning the Red Dot Award for the all-new ŠKODA OCTAVIA is a very welcome confirmation of the great job our design team is doing."

The current iteration of the ŠKODA design language is defined by sculptural elements, precise lines and bold surfaces, conveying dynamism and road presence. The new front apron and the sharply defined, slimmed-down headlights, with LED technology for the low beam, high beam and daytime running lights included as standard, provide visual highlights. Optional full-LED Matrix headlights with a distinctive light signature are available as an alternative. The tail lights, brake lights and rear fog lights also come with LED technology. The redesigned, low roof rails emphasise the elongated silhouette of the OCTAVIA COMBI estate, while the saloon has a coupé-like shape. The OCTAVIA's interior design concept is equally new: in a first for a ŠKODA production model, the best-seller's new generation features a free-standing, central monitor and even more upmarket materials, complemented by a new multi-level instrument panel and a bold centre console. The redesigned two-spoke steering wheel benefits from a more intuitive button layout and innovative, knurled scroll wheels, for enhanced ergonomics and ease of use.

### **Around 40 experts assess approximately 6,500 products**

The Red Dot Award is among the most prestigious design accolades in the world. Composed of experts from around the globe, the jury brings together independent design professors, industry journalists and designers. This year, they judged each of around 6,500 submitted products live and on-site, based on criteria such as degree of innovation, quality of design, functionality, longevity and environmental impact. 2020 marks the 65<sup>th</sup> year in which the Red Dot Award is presented, as a global hallmark of outstanding product design.



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For ŠKODA, the all-new, fourth-generation OCTAVIA is the 14<sup>th</sup> model to win this coveted award. In the 2019 “Red Dot Award: Brands and Communication Design” event, the Czech car maker also garnered the [Red Dot “Brands” award for its successful brand communications.](#)

ŠKODA scored its first Red Dot Award in 2006 with another OCTAVIA, the OCTAVIA II COMBI. And in 2017, that model’s third-generation successor along with the KODIAQ netted ŠKODA two awards in a single year. Here is an overview of all the award-winning ŠKODA models:

2020 ŠKODA OCTAVIA IV  
2019 ŠKODA SCALA  
2018 ŠKODA KAROQ  
2017 ŠKODA KODIAQ and ŠKODA OCTAVIA III COMBI  
2016 ŠKODA SUPERB III  
2015 ŠKODA FABIA III  
2014 ŠKODA RAPID SPACEBACK  
2013 ŠKODA RAPID  
2010 ŠKODA SUPERB II and ŠKODA YETI  
2008 ŠKODA FABIA II  
2007 ŠKODA ROOMSTER  
2006 ŠKODA OCTAVIA II COMBI

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## Media images:



### Third Red Dot Award for the ŠKODA OCTAVIA

A jury of around 40 international experts has given the ŠKODA OCTAVIA its third Red Dot Award in the Product Design category. It previously won the award in 2006 and 2017.

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Source: ŠKODA AUTO



### Third Red Dot Award for the ŠKODA OCTAVIA

The fourth-generation OCTAVIA has netted the Czech brand its 14<sup>th</sup> Red Dot Award.

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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.