



**ŠKODA**  
SIMPLY CLEVER

# PRESS RELEASE

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## World Bicycle Day 2020 and ŠKODA: A tradition of excellence on two wheels, too

- › ŠKODA commemorates its historical roots on the occasion of World Cycling Day
- › Current bike collection includes a total of 17 models from children's bicycles to e-bikes
- › ŠKODA has been the official main sponsor and vehicle partner of the Tour de France for 16 years

Mladá Boleslav, 3 June 2020 – ŠKODA's product portfolio includes not only cars but also a wide range of bicycles. The company's success story began with them in 1895, which is reason enough to remember its historical roots on World Bicycle Day. To this day, the Czech car manufacturer, which is celebrating its 125<sup>th</sup> anniversary this year, maintains a close connection to the bicycle – and not only through its long-term sponsorship of the Tour de France. ŠKODA's current bicycle collection comprises 17 models and ranges from children's bicycles, classic city bikes, high-quality mountain bikes and racing bikes to e-bikes. A practical folding bike, which fits into the boot of every ŠKODA model, is a Simply Clever solution that rounds off the range.

On this day of the bicycle, ŠKODA commemorates the foundation of the company 125 years ago. The two founding fathers Václav Laurin and Václav Klement laid the foundation stone for the company's success story in 1895 when they established their bicycle workshop. It was only later that the two dedicated themselves to building motorcycles and automobiles. This is one of the reasons why the Czech car manufacturer is still closely associated with cycling today: it has been supporting the Tour de France as an official main partner for the past 16 years and provides the necessary vehicles for the organisation and race management as well as numerous bicycle racing teams. In addition, ŠKODA is also involved in many other national and international cycling events as a sponsor. Following the corona-related cycling break, the Czech car manufacturer is now supporting the exchange with cycling professionals via livestream as part of the global campaign [#Ride2Unite aimed at motivating fans to get involved in the sport](#).

Given the company's history, ŠKODA continues to focus on bicycle as well as automotive engineering. The manufacturer has steadily expanded its bike collection in recent years and offers the right model for every situation. The range currently comprises 17 high-quality models, including racing bikes, mountain bikes, children's bikes, city bikes and modern e-bikes. Details typical of the brand such as crystalline elements, splashes of colour in green and silver and the contoured ŠKODA logo characterise the design.

### Four state-of-the-art e-mountain bikes with premium off-road features

As the newest members of the current e-bike generation, the e-mountain bikes EMTB FULL and EMTB round off the top end of the range with the cross models E-BIKE and E-BIKE LADY. The EMTB FULL is a full-suspension e-mountain bike, while its sister model EMTB is a hardtail version with a front suspension fork. Both top models use the powerful Shimano drive STEPS E7000 as well as the high-performance down-tube battery STEPS BT-E8010 with a capacity of 504Wh.



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## **Three colourful bicycles for children**

For the youngest cyclists, ŠKODA offers the KID 16, KID 20 and KID 24 children's bikes with rim sizes between 16 and 24 inches. All models are presented in a fresh design that combines a white frame with crystalline motifs, yellow and green colours and the ŠKODA logo in silver.

## **Two high-quality road bikes with ultra-light carbon frame**

As an official partner of the Tour de France, ŠKODA also offers two high-quality racing bikes featuring premium components in its bicycle collection. Both have lightweight frames and carbon forks. The top model ROAD ELITE, weighing in at 7.9 kilograms, incorporates ULTEGRA-R8000 components from Shimano and rides on tubeless tyres with wheels from DT Swiss. The ROAD model weighs 9.6 kilograms and, like the top model, is available in four frame sizes.

## **Three robust MTB models with superior off-road features**

Bike enthusiasts who prefer to venture off the beaten track are guaranteed to find the right partner in the MTB 29 FULL, MTB 29 and MTB LADY mountain bikes. The full-suspension MTB 29 FULL with a carbon frame is the bestseller in the ŠKODA portfolio. Components including the SRAM Eagle gearshift and DT Swiss suspension with 100 millimetres of travel and adjustable damping make for an exhilarating off-road riding experience. The hardtail version MTB 29 has a sprung front fork and, like its sister model, is available in three frame sizes. The MTB LADY comes in two frame sizes and has a unique frame geometry. The women's model also features different aesthetic qualities from the other two mountain bikes.

## **Three practical city bikes and a Simply Clever folding bike**

ŠKODA's city bikes combine a retro look, reminiscent of the company's early days, with state-of-the-art bicycle technology, making them perfect for everyday use. The VOITURETTE and CITY are painted in classic black, have a brown saddle, brown handlebar grips and beige tyres. The CITY LADY model is painted cream and has brown tyres. The 7-speed gears and brakes are from Shimano and represent reliability and suitability for everyday use. The VOITURETTE model is equipped with a modern drive belt that replaces the conventional chain for a particularly comfortable ride.

The STRETCHGO embodying ŠKODA's Simply Clever claim: Motorists, in particular, will appreciate this practical folding bike that fits neatly in the boot, making it the perfect companion for the last mile. It features a Shimano 7-speed cassette and offers a comfortable seating position and a good view in urban traffic.

ŠKODA bicycles, genuine accessories and other branded items are available from ŠKODA dealers.

### **For more information:**

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## Media images:



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Source: ŠKODA AUTO



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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.