



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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ŠKODA wins six ‘Family Car of the Year’ awards in *AUTO Straßenverkehr* readers’ choice

- › Readers of German specialist magazine *AUTO Straßenverkehr* voted ŠKODA top more often than any other brand
- › OCTAVIA COMBI claimed victory for ‘Best Design’ both as an import and overall for cars under 25,000 euros
- › OCTAVIA COMBI and SUPERB COMBI won ‘Best Technology’ for import vehicles in their respective price ranges
- › SUPERB COMBI was named ‘Best Value for Money’ both as an import and overall for cars costing between 25,000 and 35,000 euros
- › ŠKODA has collected a total of 34 awards since the magazine’s first readers’ choice in 2011

Mladá Boleslav, 24 June 2020 – Readers of German specialist magazine *AUTO Straßenverkehr* voted ŠKODA models ‘Family Car of the Year’ in six categories. This meant the Czech manufacturer took home more awards than any other participating brand. A total of 128 vehicles competed in three different price ranges, which in turn were divided into the categories ‘Best Design’, ‘Best Technology’ and ‘Best Value for Money’. For each of these, the readers chose one winning import car and one overall winner. The OCTAVIA COMBI came out on top for ‘Best Design’ both as an import and overall for cars under 25,000 euros, and also won the import award for ‘Best Technology’ in its price range. The SUPERB COMBI was crowned ‘Best Value for Money’ both overall and as an import vehicle costing between 25,000 and 35,000 euros. It was also voted the import car with the ‘Best Technology’ in its category. ŠKODA has received a total of 34 awards since the first *AUTO Straßenverkehr* readers’ choice in 2011.

The ‘Family Car of the Year’ readers’ choice took place for the ninth time in 2020. It only included estates, SUVs and vans with a boot capacity of over 400 l and a base price of up to 45,000 euros.

ŠKODA has collected a whopping 34 ‘Family Car of the Year’ awards since 2011

This year, a total of 9,341 readers of German specialist magazine *AUTO Straßenverkehr* cast their votes online for their favourite family vehicles. ŠKODA took home six awards: three for the OCTAVIA COMBI and three for the SUPERB COMBI. This was more than any other manufacturer, confirming ŠKODA’s exceptional position among the family-friendly car brands this year. The Czech manufacturer, which is celebrating its 125th anniversary this year, has been awarded the coveted title a total of 34 times since the magazine’s first readers’ choice in 2011.



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A closer look at ŠKODA's results

The new fourth-generation ŠKODA OCTAVIA COMBI was on the list of choices for the first time, and impressed readers in several areas. The brand's bestseller won the overall and import award for 'Best Design' for vehicles under 25,000 euros and was also voted favourite import vehicle featuring the 'Best Technology' in this category.

The ŠKODA SUPERB COMBI also earned several 'Family Car of the Year' accolades. The mid-size car competed among the models costing 25,000–35,000 euros. It shook off the competition to be crowned 'Best Value for Money', both as an import and overall. What's more, it also came out on top for 'Best Technology' among the import vehicles in its price range.

Highlighted by the readers' choice: ŠKODAs impress as family cars

The Czech manufacturer's models scored points with their exceptional amount of space for passengers and luggage or the big weekly shop. Their flexible space concept provides further benefits: folding seats and plenty of Simply Clever details, including bag hooks, drinks holders, storage compartments and nets in the boot, ensure maximum functionality. In addition, ŠKODAs also represent state-of-the-art safety, regularly achieving the maximum rating in the Euro NCAP crash tests.

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Source: ŠKODA AUTO



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The ŠKODA SUPERB COMBI also took home several 'Family Car of the Year' awards in the range of cars costing between 25,000 and 35,000 euros. It was named 'Best Value for Money' both as an import and overall. What's more, it also came out on top for 'Best Technology' among the import vehicles in its price range.

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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, KAROQ, KODIAQ, as well as the KAMIQ and the SUPERB.
- › 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.