



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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ŠKODA AUTO is presented with 'COMPANYBEST 2020' award

- › International panel of 31 journalists awards ŠKODA for its dynamic development in numerous markets and innovative production concepts
- › ŠKODA OCTAVIA is one of the finalists in the contest for the 'Best Buy Car of Europe in 2021' award

Mladá Boleslav, 23 November 2020 – Europe's largest independent motoring jury, AUTOBEST, has honoured ŠKODA with the 'COMPANYBEST 2020' award. The panel of journalists from 31 countries recognised the car manufacturer's impressive development in international markets and their implementation of innovative concepts in production. Besides the 'dProduction' digitalisation project at the Kvasiny site, the panel also praised the brand's solution in Mladá Boleslav, where MQB and MEB vehicles are built alongside one another on the same production line. Furthermore, the ŠKODA OCTAVIA, the Czech carmaker's bestselling model, is one of the finalists for 'Best Buy Car of Europe 2021'.

ŠKODA has been crowned the winner of the 'COMPANYBEST 2020' award. The 31 members of the independent AUTOBEST jury awarded the Czech car manufacturer for, among other things, impressively increasing its market share and the number of new registrations across the globe. The panel also commended ŠKODA for the attractive design of its models, the addition of customer-focused solutions to its range of products, the brand's practical Simply Clever features, and its technological innovations.

ŠKODA also won the judges over with its clever production concept. At the Mladá Boleslav site, the carmaker produces the ENYAQ iV, which is based on the MEB modular electric car platform, and the MQB-based OCTAVIA and KAROQ models [alongside one another – on the same production line and with maximum flexibility](#). Furthermore, AUTOBEST recognised the brand's '[dProduction](#)'. This project introduced a system to the plant in Kvasiny to digitally guide the site's workforce through production steps, documentation and quality control.

In addition to this recognition, the new ŠKODA OCTAVIA will take part in the pivotal test drives for the 'Best Buy Car of Europe in 2021' award. The winner will be announced in mid-December.

ŠKODA won acclaim last year too, when [the jury decorated the digital assistant Laura with the 'SMARTBEST' award](#). Laura was considered innovation of the year, beating the competition in the field of in-car interaction between the driver and artificial intelligence.



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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 ten passenger-car series: the CITIGO® iV, FABIA, RAPID, SCALA, OCTAVIA and SUPERB as well as the KAMIQ, KAROQ, KODIAQ and ENYAQ iV.
- › 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.