



**ŠKODA**  
SIMPLY CLEVER

# PRESS RELEASE

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## All-new ŠKODA OCTAVIA wins Austrian prestigious car award

- › Best-seller's fourth generation wins in the Austrian Automobile Association's (ARBÖ) "Cars from 20,001 to 50,000 euros" category
- › Prestigious award presented at Porsche Holding headquarters in Salzburg, Austria
- › The ŠKODA OCTAVIA is currently the top-selling vehicle in Austria

Mladá Boleslav/Salzburg, 12 November 2020 – The Austrian Automobile Association (ARBÖ) has honoured the all-new ŠKODA OCTAVIA with the Austrian "Car of the Year" award, the "Große Österreichische Automobil-Preis". The best-seller's fourth generation was declared the winner of the "Medium" category, for vehicles costing from 20,001 to 50,000 euros, in the 37<sup>th</sup> edition of this long-established event. It's the OCTAVIA's first win of the award, which in previous years has twice gone to the ŠKODA SUPERB. The 100-strong jury consisted of experts, celebrities and readers of the association's "Freie Fahrt" magazine. Owing to the COVID-19 pandemic, this year's award was presented at the Porsche Holding headquarters in Salzburg. The new ŠKODA OCTAVIA is currently the best-selling vehicle in Austria.

This year's candidates for the "Große Österreichische Automobil-Preis" consisted of 32 new vehicles introduced in Austria between 1 November 2019 and 31 October 2020. They were judged according to five criteria: technical perfection, economy, reliability, eco-friendliness and value for money. The event traditionally presents the award in three categories based on the cars' entry-level prices: "Start" for vehicles up to 20,000 euros, "Medium" for models from 20,001 to 50,000 euros and "Premium" for cars from 50,001 euros upwards. The ŠKODA OCTAVIA prevailed despite facing numerous strong competitors in its category.

ŠKODA has made the fourth generation of the OCTAVIA an even more exciting car. At the same time, the best-selling model has now taken active and passive safety to an unprecedented level. It comes with numerous new assistance systems and state-of-the-art infotainment. The electrified powertrains featured in the OCTAVIA e-TEC with new mild-hybrid technology and two OCTAVIA iV plug-in hybrid models see ŠKODA once again achieving significant reductions in CO<sub>2</sub> emissions. Moreover, its advanced internal-combustion engines have become even more efficient, while the ŠKODA diesel units from the latest EVO generation use a "twin-dosing" process that lowers nitrogen oxide emissions by around 80 per cent. The fifth type of powertrain comes in the shape of the OCTAVIA G-TEC running on eco-friendly compressed natural gas (CNG). ŠKODA offers the OCTAVIA with front-wheel or all-wheel drive, and customers can choose between a manual gearbox and a DSG. In addition to the rugged OCTAVIA SCOUT, there are also three sporty RS variants adding further facets to this very diverse range.

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## Media image:



### All-new ŠKODA OCTAVIA wins Austrian “Car of the Year” award

The all-new ŠKODA OCTAVIA has won the “Große Österreichische Automobilpreis” of the Austrian Automobile Association (ARBÖ). Max Egger, the Porsche Austria director responsible for ŠKODA wholesale and retail operations, said, “We are very happy to receive this special award.”

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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 ten passenger-car series: the CITIGO, 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 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.