



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

Page 1 of 2

ŠKODA OCTAVIA is “Switzerland’s Favourite Car of 2021”

- › ŠKODA scores first win of renowned prize awarded by Swiss media publications
- › More than 25,000 readers and online users voted on 47 new vehicle models
- › All-new OCTAVIA wins UK, German, Austrian and Swiss awards within the space of eight weeks

Mladá Boleslav/ Zurich, 10 December 2020 – The all-new ŠKODA OCTAVIA is “Switzerland’s Favourite Car of 2021”. In a first for ŠKODA, the fourth-generation OCTAVIA won this accolade in what was the tenth edition of the “Swiss Car of the Year” awards. Overall, more than 25,000 readers and online users had participated in the poll organised by several Swiss media publications. The ŠKODA OCTAVIA won with 9.6 per cent of the votes in a strong field comprising 47 new cars, thereby continuing its successful run at international award presentations. Within the past eight weeks alone, the OCTAVIA has collected prestigious awards in the UK, Austria, Germany and Switzerland, all important export markets for the Czech car manufacturer.

This year marked the tenth time that “Schweizer Illustrierte”, in tandem with “AutoScout24”, “Blick”, “L’Illustré”, “Il caffè” and “SonntagsBlick”, organised a readers’ poll to determine “Switzerland’s Favourite Car”. Due to COVID-19 precautions, the awards ceremony for the 2021 “Swiss Car of the Year” event took place in virtual format. More than 25,000 readers and online users participated in the poll, choosing from a field of 47 new cars. They crowned the ŠKODA best-seller “Switzerland’s Favourite Car of 2021” with 9.6 per cent of the votes. The nominated competitors were all new models, either introduced to the Swiss market during 2020 or available for order by March 2021 at the latest.

Over recent years, the ŠKODA OCTAVIA has been Switzerland’s best-selling car four times in a row. The all-new, fourth generation is as efficient and eco-friendly as never before, complete with an unprecedented range of alternative drive technology. Customers can choose between economical petrol and diesel engines, natural gas (CNG) as well as plug-in hybrid and mild-hybrid technology. This choice of powertrains perfectly meets today’s different mobility requirements. Depending on the model variant, the all-new OCTAVIA comes with front-wheel or 4x4 drive. Its timeless, elegant design, superior comfort, outstanding value for money and a generous amount of space along with its comprehensive engine range (110 PS to 245 PS) make the OCTAVIA the perfect choice for private and fleet customers alike.

OCTAVIA continues its clean sweep of international awards

Being crowned “Switzerland’s Favourite Car of 2021” marks the fourth prestigious award the OCTAVIA has won in important export markets – the UK, Austria, Germany and Switzerland – over the past eight weeks. In the UK, “Auto Express” declared the ŠKODA OCTAVIA its “Car of the Year”; in addition, the OCTAVIA won the “Compact Family Car” category in the “Auto Express New Car Awards”, while the “Estate Car” title went to the OCTAVIA COMBI. At the ARBÖ Austrian Automobile Association’s “Car of the Year” awards, the OCTAVIA was the winner in the “Medium” category, for vehicles costing from 20,001 to 50,000 euros. In the “Auto Trophy 2020” awards of German car mag “Auto Zeitung”, the ŠKODA OCTAVIA scored a double, being voted the favourite import car in the compact class and seeing the ŠKODA OCTAVIA RS win the “Best Compact Sports Car – Imports” title to boot. Back in June 2020, the best-selling ŠKODA model had already



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

Page 2 of 2

won awards from German all-wheel drive magazine "Auto Bild Allrad" and "AUTO Straßenverkehr", being crowned "AWD Car of the Year" in the category up to 40,000 euros and "Family Car of the Year" in the "Best Design" category for vehicles costing up to 25,000 euros.

Further information:

Hermann Prax
Head of Product Communications
P +420 734 298 173
hermann.prax@skoda-auto.cz

Zbyněk Straškraba
Spokesperson Product Communications
P +420 326 8 11785
zbynek.straskraba@skoda-auto.cz

Media images:



ŠKODA OCTAVIA is "Switzerland's Favourite Car of 2021"

Garnering 9.6 per cent of the more than 25,000 votes cast by readers and online users of „Schweizer Illustrierte“, „AutoScout24“, „Blick“, „L'Illustré“, „Il caffè“ and „SonntagsBlick“, the OCTAVIA became "Switzerland's Favourite Car" for the first time.

[Download](#)

Source: ŠKODA AUTO



ŠKODA OCTAVIA is "Switzerland's Favourite Car of 2021"

This is the fourth prestigious award the fourth-generation OCTAVIA has won in important export markets – the UK, Austria, Germany and Switzerland – over the past eight weeks.

[Download](#)

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[®] 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 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.