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## Changes in the Communication department at ŠKODA AUTO

- › Christian Heubner will be taking over as Head of Product Communication at ŠKODA AUTO on 1 January 2021
- › Former Head Hermann Prax has been appointed Head of Public Relations at Porsche Holding Salzburg (PHS)

**Mladá Boleslav, 15 December 2020 – Christian Heubner will be taking over the management of ŠKODA AUTO's global product communication on 1 January 2021. In this position, he will be responsible for the communication of all topics in the areas of technology, products and motorsport. He will report to Jens Katemann, Head of Communication at ŠKODA AUTO.**

Christian Heubner joined the Volkswagen Group's Communication department in 2008 and has since held various managerial positions. At ŠKODA AUTO, he has applied his many years' experience, most recently since mid-2017 as Head of Communication Management. In this position, he was responsible for strategic issues and managing global communication activities. In addition, he was appointed Deputy Head of the Czech car manufacturer's Communication department, a position he continues to hold. Before moving to Mladá Boleslav, Heubner was Head of Volkswagen Sports Communication and most recently, as Head of International Steering, he coordinated the international communication activities among the Volkswagen Group brands.

Hermann Prax has been working for the Volkswagen Group since 2013. Before he took over as Head of Product Communication at ŠKODA AUTO in June 2018, he worked as press spokesperson for the area of Corporate and Business in Group Communication in Wolfsburg. He was responsible for the Volkswagen Group's communication agendas in India between 2013 and 2016. Before joining the Volkswagen Group, Hermann Prax worked for Porsche Holding Salzburg for more than eight years, including seven years in the press office as a spokesperson for the Volkswagen Passenger Cars, Volkswagen Commercial Vehicles and Audi brands. While working for ŠKODA AUTO, he and his team have organised successful product events, such as the world premieres of the new ŠKODA ENYAQ iV and the current ŠKODA OCTAVIA. On 1 January 2021, Hermann Prax will take over the management of public relations at Porsche Holding Salzburg (PHS).

Jens Katemann, Head of Communication at ŠKODA AUTO, emphasises: "Thanks to his experience, Hermann Prax has very successfully managed our product communication over the past two and a half years and has made significant contributions to its further development. In addition, he has implemented new formats relating to our events and increased our digital presence in this respect. I would like to express my sincere thanks to Hermann Prax for his outstanding commitment and wish him every success in his future role. At the same time, I am looking forward to continuing the collaboration with Christian Heubner. He has a very good flair for innovative concepts, suitable formats and coherent implementation. His task will be to use his experience and his holistic approach to recognise and utilise new potential for product communication at ŠKODA AUTO, especially in the digital area."

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## Media image:



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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 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.