



**ŠKODA**  
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# PRESS RELEASE

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## New ŠKODA AUTO SUV for the Indian market is named KUSHAQ

- › The spelling with “K” and “Q” conforms to the ŠKODA KODIAQ, KAROQ and KAMIQ SUV nomenclature
- › “Kushak” means king or emperor in the ancient Indian language of Sanskrit
- › World premiere of the first production model based on the MQB-A0-IN platform specifically developed for the Indian market is scheduled for March 2021

Mladá Boleslav/Pune, 7 January 2021 – The first production model from the INDIA 2.0 project spearheaded by ŠKODA AUTO on the Indian subcontinent has been named KUSHAQ. This mid-size SUV’s designation is derived from Sanskrit, an Indian language that is thousands of years old. In the “language of the gods”, still used today, the word “kushak” denotes a king or an emperor. This complements the powerful appearance of the new ŠKODA KUSHAQ to perfection. The spelling with the letter “K” at the beginning and the letter “Q” at the end is in keeping with the distinctive nomenclature for the internationally successful ŠKODA KODIAQ, KAROQ and KAMIQ SUV models. The new ŠKODA KUSHAQ will have its world premiere in March 2021.

The release of the new KUSHAQ is about to ring in a new era for ŠKODA AUTO on the Indian subcontinent. This is the region where the Czech car manufacturer oversees all Volkswagen Group activities within the scope of the INDIA 2.0 project, which encompasses a model offensive consisting of four new ŠKODA and Volkswagen mid-size models, starting with the KUSHAQ. All of these vehicles will be based on the MQB-A0-IN version of the Modular Transverse Matrix, which ŠKODA AUTO has specifically adapted to meet the needs of the Indian market.

The ambitious goals on the Indian market are underlined by selecting the name KUSHAQ, which comes from Sanskrit – a language that according to Hindu mythology was created by the god Brahma. As the traditional language of religion, the arts and the sciences, Sanskrit is still in use today and counts as one of the 22 official languages of India. ŠKODA has adapted the spelling of the word “kushak”, meaning a king or emperor, to match its SUV nomenclature. This is why the ŠKODA KUSHAQ is written with a “K” at the beginning and a “Q” at the end, just like the successful KODIAQ, KAROQ and KAMIQ SUV models. The new SUV combines signature ŠKODA AUTO qualities such as a distinctive design, superior comfort and safety as well as excellent value for money with the features demanded by sophisticated Indian customers.

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## Media video and image:



### **Video: New ŠKODA AUTO SUV for India is named KUSHAQ**

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Source: ŠKODA AUTO

## **ŠKODA AUTO**

- › is focusing on three priorities with its ‘NEXT LEVEL ŠKODA’ program for the future: expanding the model portfolio towards entry-level segments, exploring new markets for further growth in the volume segment and making tangible progress in sustainability and diversity.
- › 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 over one million vehicles to customers around the world in 2020.
- › has belonged to the Volkswagen Group for 30 years. 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, 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 with a local partner.
- › employs approximately 42,000 people globally and is active in more than 100 markets.