



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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ŠKODA AUTO opens the brand's largest showroom worldwide in the United Arab Emirates

- › ŠKODA AUTO opens new dealership in Dubai
- › Showroom is the brand's largest in the world
- › ŠKODA's portfolio in the United Arab Emirates now comprises six model series

Mladá Boleslav, 23 March 2021 – ŠKODA AUTO is systematically continuing its internationalisation: In the United Arab Emirates, ŠKODA has now opened a new showroom in Dubai. It offers space for 40 vehicles over an area of 1,200 square metres, making it the Czech car manufacturer's largest showroom in the world. The ŠKODA model portfolio on offer in the UAE now comprises six models, including the three SUV series KAMIQ, KAROQ and KODIAQ.

Martin Jahn, ŠKODA AUTO Board Member for Sales and Marketing, emphasises: "We are consistently advancing our company's internationalisation as one of the core elements of our NEXT LEVEL ŠKODA programme for the future. We are developing new markets in a targeted manner so that we can continue to grow profitably. In Dubai, we are opening the world's largest ŠKODA showroom spanning 1,200 square metres, thus underscoring the successful global development of our brand. By expanding our presence in the United Arab Emirates, we are consolidating and strengthening our position."

In Dubai, there is space for 40 vehicles in what is now the world's largest ŠKODA showroom. To offer customers the best possible advice, the company relies not only on the personal approach of its local employees but also on the latest digital technologies.

The Czech car manufacturer's vehicles are showcased by the local dealer Ali & Sons, with whom ŠKODA has been cooperating since 2010. In addition to the new salesroom in Dubai, existing and prospective customers of the brand now have access to a total of three dealerships, one in Abu Dhabi and one in al-Ain.

The SCALA and KAMIQ model series went on sale in the UAE in 2020, and in the first quarter of this year the fourth-generation OCTAVIA and the KAROQ joined the line-up; the large SUV model KODIAQ and the ŠKODA SUPERB round off the range. This means that ŠKODA now offers six model series to meet all local customer needs.

A look at the brand's development in the market proves that ŠKODA's characteristic spaciousness, clear design and many Simply Clever features appeal to its customers in the Persian Gulf: in 2020, the Czech carmaker was able to increase its deliveries in the United Arab Emirates by 35 per cent.



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Source: ŠKODA AUTO



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The ŠKODA model portfolio on offer in the UAE now comprises six models, including the three SUV series KAMIQ (in the photo), KAROQ and KODIAQ.

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With a floor space of 1,200 square metres and 40 vehicles on display, the newly opened sales location in Dubai is the Czech car manufacturer's largest showroom in the world.

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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.