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The brand-new KUSHAQ: first ŠKODA made in India for India

- › First production model of the INDIA 2.0 project manufactured locally in India
- › Striking and spacious SUV based on the MQB-A0-IN platform developed by ŠKODA for India
- › Name is derived from the word 'Kushak', which means king or ruler in the ancient Indian language of Sanskrit

Mladá Boleslav / Pune, 26 June 2021 – The ŠKODA KUSHAQ marks the beginning of a new era for ŠKODA AUTO in India. The SUV is the first production vehicle of the INDIA 2.0 project – and the first ŠKODA to be developed and manufactured in and for India. The name comes from the millennia-old Indian language Sanskrit, in which 'Kushak' means king or ruler. The KUSHAQ is the first of ŠKODA and Volkswagen's model campaign in India. Overall, ŠKODA and Volkswagen will build four new vehicles based on the MQB-A0-IN – the variant of the modular MQB platform adapted by ŠKODA for India – and specifically tailored to the needs of Indian customers.

Thomas Schäfer, ŠKODA AUTO CEO, said: "India has great potential for growth for ŠKODA and Volkswagen Group, which we now aim to unlock with the product campaign we're running as part of our INDIA 2.0 project. The KUSHAQ is the first model to be launched. Our new compact SUV is perfectly tailored to the needs of Indian customers. I am confident that the KUSHAQ will be a success. I'd like to sincerely thank Gurpratap Boparai, his entire team and everybody on the ground: they got a great car rolling."

Gurpratap Boparai, Managing Director of ŠKODA AUTO Volkswagen India Private Limited, stated: "The KUSHAQ heralds a new era in our Indian operations and puts India's design, engineering and manufacturing expertise on the global map. We are incredibly proud of this model – it is a real milestone for ŠKODA and Volkswagen Group. With an emotive design, excellent workmanship, a comprehensive range of equipment, outstanding active and passive safety, as well as a wealth of Simply Clever features, the ŠKODA KUSHAQ is ideally positioned to take off in a highly dynamic market environment in the growing mid-size SUV segment."

Kushak means king or ruler

The name of the brand-new car comes from Sanskrit – the ancient Indian 'language of the gods' still used today – in which 'Kushak' means king or ruler. It refers to the model's Indian roots and underlines the KUSHAQ's confident and powerful look. Furthermore, it also continues the homogenous nomenclature of the ŠKODA SUVs, whose names all begin with a 'K' and end in a 'Q'.



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ŠKODA AUTO

- › is successfully steering through the new decade with the NEXT LEVEL – ŠKODA STRATEGY 2030.
- › aims to be one of the five best-selling brands in Europe by 2030 with an attractive line-up in the entry-level segments and additional e-models.
- › is emerging as the leading European brand in India, Russia and North Africa.
- › currently offers its customers ten passenger-car series: the FABIA, RAPID, SCALA, OCTAVIA and SUPERB as well as the KAMIQ, KAROQ, KODIAQ, ENYAQ iV and KUSHAQ.
- › delivered over one million vehicles to customers around the world in 2020.
- › has been a member of the Volkswagen Group for 30 years. The Volkswagen Group is one of the most successful vehicle manufacturers in the world.
- › independently manufactures and develops not only vehicles but also components such as engines and transmissions in association with the Group.
- › operates at three sites in the Czech Republic; manufactures in China, Russia, Slovakia and India primarily through Group partnerships, as well as in Ukraine with a local partner.
- › employs more than 43,000 people globally and is active in over 100 markets.