



**ŠKODA**  
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# PRESS RELEASE

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## NEXT LEVEL – ŠKODA STRATEGY 2030: Press conference on the new corporate strategy takes place on 24 June

- › Press conference on ŠKODA AUTO's new corporate strategy starts on 24 June at 16:30 CET in Prague
- › CEO Thomas Schäfer presents the priorities for the future in the areas of electrification, internationalisation and digitalisation
- › Live broadcast on the ŠKODA Storyboard and the car manufacturer's various social media channels

Mladá Boleslav, 17 June 2021 – On Thursday, 24 June, ŠKODA AUTO will be presenting the core elements of its new NEXT LEVEL – ŠKODA STRATEGY 2030 at a 30-minute press conference in Prague. Addressing international journalists, ŠKODA CEO Thomas Schäfer will explain in detail the three priorities 'EXPAND', 'EXPLORE' and 'ENGAGE', which will set the guidelines for the company's further development over the coming years.

The press conference will begin on Thursday, 24 June, at 16:30 Central European Time and will be broadcast live on a dedicated website and the ŠKODA Storyboard. The 30-minute event can also be watched on the official Twitter channel [@skodaautonews](https://twitter.com/skodaautonews), on ŠKODA AUTO CEO Thomas Schäfer's [LinkedIn profile](#) and on [YouTube](#). News agencies can also embed the stream on their channels using an embed code.

After the press conference, journalists and media representatives will have 30 minutes to ask questions about the content of NEXT LEVEL – ŠKODA STRATEGY 2030.

Questions can be emailed in advance to [media@skoda-auto.cz](mailto:media@skoda-auto.cz).

**Date:** Thursday, 24 June, from 16:30 CET

**Website:** [www.nextlevelskodastrategy2030.com](http://www.nextlevelskodastrategy2030.com)

**ŠKODA Storyboard:** [www.skoda-storyboard.com](http://www.skoda-storyboard.com)

**Twitter:** <https://twitter.com/skodaautonews>

**LinkedIn:** <https://www.linkedin.com/in/thomas-schaefer>

**YouTube:** <https://www.youtube.com/watch?v=lcGRnpWdxog>

**Livebox:** <https://www.nextlevelskodastrategy2030.com/livestream>

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## Media image:

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ŠKODA STRATEGY 2030

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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.