ŠKODA AUTO wins Red Dot Design Awards for Interface & User Experience Design

› **Jury praises 'MyŠKODA' app and digital design system 'ŠKODA Flow'**
› **ŠKODA AUTO receives award in Interface & User Experience Design category for first time**
› **Strong record: ŠKODA AUTO now holds 18 Red Dot Design Awards**

Mladá Boleslav, 15 November 2021 – ŠKODA AUTO won over the jury of the renowned Red Dot Design Awards this year with its MyŠKODA app concept and the ŠKODA Flow design system. The car manufacturer has previously won the award for excellent product design twelve times and has also scooped four prizes in the brand and communication design category. ŠKODA AUTO has now been presented with an award in the Interface & User Experience category for the first time.

Martin Jahn, ŠKODA AUTO Board Member for Sales and Marketing, emphasises, "Modern user interfaces that can be used intuitively play a crucial role in shaping the user experience. We are delighted to have received this year's Red Dot Design Award for the MyŠKODA smartphone app concept and the digital design system ŠKODA Flow. These awards are a great recognition of our work and show that our operating concepts and modern interfaces have not only been well received by our customers but also by internationally recognised design experts."

The MyŠKODA smartphone app received the Red Dot for its design concept in the 'Interface & User Experience Design' category. The jury also rated it 'Best of the Best'. The app is one of 61 award-worthy submissions this year, with the experts choosing the winners out of 4,110 entries from 54 countries. The current MyŠKODA app enables users, for example, to switch on the heating, air-conditioning and unlock the vehicle using their smartphone. Parcels can also be delivered to the boot this way. In addition, the MyŠKODA app can provide information on various aspects of the vehicle and when the next servicing appointment is due. The new concept aims to make remote vehicle operation even faster and easier: Designers and researchers got in touch with hundreds of customers to understand their needs regarding e-mobility even better. Based on the findings, the new functions in the app can be used easily and intuitively. The jury praised this commitment to making electromobility 'Simply Clever' for customers.

The Czech car manufacturer received the second award for its 'ŠKODA Flow' project. The online library lists more than 1,000 standardised components, guidelines and resources for designers, programmers, developers and other specialists to help them create digital products. This results in a unified approach to user interfaces across all platforms – from smartphones and smartwatches to PCs and the vehicle's infotainment system.

The internationally renowned Red Dot Design Award is presented each year to the most innovative design projects across the three main categories: product design, brand and communication design and design concept.

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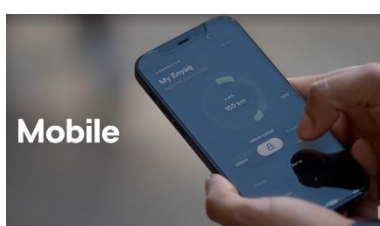T +420 326 811 773
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Video and media images:

Video: ŠKODA AUTO wins Red Dot Design Awards for Interface & User Experience Design
The MyŠKODA smartphone app and the digital design system both won the prestigious Red Dot Design Award. Both award-winning projects are introduced in a video.

Download   Source: ŠKODA AUTO

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The MyŠKODA smartphone app concept connects users and vehicles to ŠKODA AUTO's digital ecosystem.
It provides information on vehicle data and status and enables users to access certain functions remotely. The designers' aim was to make it as easy as possible to use. ŠKODA has now received the Red Dot Design Award in the Interface & User Experience Design category for the app.

Download   Source: ŠKODA AUTO

ŠKODA Flow Design System

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The digital design system ŠKODA Flow lists more than one thousand standardised components to support designers and developers in creating digital products. This ensures a consistent look and feel across all user interfaces.

Download   Source: ŠKODA AUTO

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.