



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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ŠKODA AUTO SIMPLY CLEVER PODCAST 2.0 on developing the MQB-A0 Global Platform

- › ŠKODA AUTO's podcast offers fans of the brand insights and background information on current topics every fortnight
- › In the latest episode, Jiří Dytrych, Head of Product Line Small, talks about the development of the MQB-A0 Global platform
- › Platform used worldwide serves as the basis for entry-level models of the Group brands ŠKODA and Volkswagen in markets with high growth potential

Mladá Boleslav, 19 January 2022 – ŠKODA AUTO is releasing another episode of its SIMPLY CLEVER PODCAST 2.0, featuring experts at the company and external specialists discussing topics ranging from electromobility to artificial intelligence and digitalisation. This time, Jiří Dytrych, Head of Product Line Small at ŠKODA AUTO, is offering fans of the Czech car manufacturer an insight into the development of the MQB-A0 Global Platform for new models in the entry-level segment in regions with high growth potential. This is the first time ŠKODA AUTO has been responsible for a Volkswagen Group platform that is used worldwide.

Every fortnight, the SIMPLY CLEVER PODCAST 2.0 takes a look behind the scenes at the Czech car manufacturer. Experts from ŠKODA AUTO and the ŠKODA AUTO DigiLab as well as specialists from technology companies and start-ups talk about hot topics, including electric mobility, artificial intelligence, digitalisation and Industry 4.0. The podcast is hosted by Vojtěch Koval, who launched the science and technology magazine 'Experiment' on Czech Radio.

Jiří Dytrych will be our guest in the [next episode of the podcast](#). As Head of Product Line Small at ŠKODA AUTO, he goes into detail about the development of the MQB-A0 Global Platform, for which ŠKODA AUTO assumed global responsibility in October 2021. It serves as the basis for new models with combustion engines in the entry-level segments for target markets with high growth potential such as India, Russia, North Africa, the ASEAN countries and Latin America. The interview with Jiří Dytrych is also available as a videocast on [YouTube](#).

ŠKODA fans can find the [international](#) and [Czech](#) versions of the podcast on all popular streaming providers such as Spotify, Google Podcasts, Deezer and Apple Podcasts. The video of the SIMPLY CLEVER PODCAST 2.0 can also be found on the official ŠKODA AUTO [YouTube](#) channel.

To make sure you don't miss any more episodes, follow the official Twitter account [@skodaautonews](#).



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Infographic:



Infographic: The Volkswagen Group's MQB-A0 Global Platform.

ŠKODA AUTO assumes worldwide responsibility for Volkswagen Group's MQB-A0 Global Platform.

This topic is the focus of the latest episode of the SIMPLY CLEVER PODCAST 2.0 with Jiří Dytrych, Head of the Product Line Small at ŠKODA AUTO.

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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 870,000 vehicles to customers around the world in 2021.
- › 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 around 43,000 people globally and is active in over 100 markets.