



ŠKODA
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PRESS RELEASE

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ŠKODA AUTO main partner to the Tour de France Femmes avec ZWIFT for the first time

- › Cycling race takes riders through France in eight stages from 24 July to 31 July
- › ŠKODA AUTO sponsors the green jersey for the leader of the points classification
- › ŠKODA AUTO has also been the official main partner to the men's Tour de France since 2004

Mladá Boleslav, 22 July 2022 – ŠKODA AUTO is supporting the Tour de France Femmes avec ZWIFT as the main partner. From 24 July to 31 July, the peloton will face eight stages over a distance of 1,029 kilometres. This is the first time the event is taking place in this form; a one-day event for women was last held as part of the Tour de France in 1984. The Czech car manufacturer is providing the organisers and numerous teams with a fleet of more than 50 vehicles. In addition, ŠKODA is sponsoring the green jersey for the leader of the points classification.

Martin Jahn, ŠKODA AUTO Board Member for Sales and Marketing: "The Tour de France Femmes is shining the spotlight on top international women's cycling this year. Through our support as the main partner, we would like to actively contribute to this new event rapidly unfolding its great potential. The goal must be for the Tour de France Femmes to become firmly established in the calendar of the international cycling community in the coming years."

The Tour de France Femmes avec ZWIFT will commence on Sunday 24 July against the spectacular backdrop of Paris: At the Eiffel Tower, 144 women in 24 teams will take to the track. The race leads through eastern France in eight stages covering a total distance of 1,029 kilometres and concludes on 31 July at La Super Planche des Belles Filles in the Vosges mountains. The director of the Tour de France Femmes avec ZWIFT is the former cyclist Marion Rousse.

ŠKODA AUTO is supporting the cycling event, which is being held in this form for the first time, as the official main sponsor and vehicle partner. The company is providing the organisers and teams with more than 50 service and support vehicles; the fleet includes the OCTAVIA as well as the SUPERB iV with plug-in hybrid drive. In addition, ŠKODA AUTO is sponsoring the green jersey for the leader of the points classification – just like in the men's Tour de France.

ŠKODA campaign 'You have to love it. We all do' and Tour de France Femmes avec ZWIFT NFTs

ŠKODA is supporting the Tour de France Femmes avec ZWIFT and the Tour de France with the campaign 'You have to love it. We all do.' This includes TV commercials, social media activities on Facebook, YouTube and Instagram as well as on the company's website www.welovecycling.com. This is where cycling fans can find exciting stories and information about the two events as well as a competition with four weekly prize rounds. Prizes include trips to the Tour de France and the Tour de France Femmes avec ZWIFT, a signed green jersey, bicycles, cycling equipment and a subscription to the fitness app Strava.

As the main partner of the Tour de France Femmes avec ZWIFT, ŠKODA AUTO is also issuing its own Non Fungible Tokens (NFT), limited to 30 for each stage. The eight designs, which will be



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published ahead of the race on weareridinghistory.io, were created by Czech artist Ilona Polanski. The NFT for each upcoming stage will also be posted on WeLoveCycling's [Twitter account](#). Collectors can find out [on this website](#) how to gain the exclusive Non-Fungible Tokens, which are offered for free via the energy-efficient Solana blockchain platform.

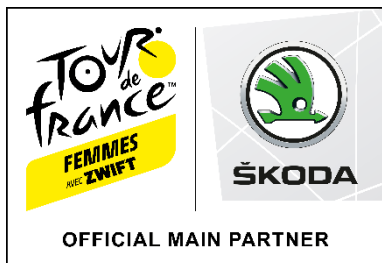
As the 'engine of cycling', the company supports the Tour de France and the Tour of Spain ('Vuelta'), as well as the amateur race L'Étape, among others. Under the umbrella of the Tour de France, the worldwide racing series enables ambitious amateur cyclists to follow a race stage. In addition, bicycles and cycling accessories are part of the car manufacturer's extended product range.

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Media images:



ŠKODA AUTO main partner to the Tour de France Femmes avec ZWIFT for the first time
Official Logo of the Tour de France Femmes avec ZWIFT.

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Source: ŠKODA AUTO



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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 important growth markets such as India and North Africa.
- › currently offers its customers twelve passenger-car series: the FABIA, RAPID, SCALA, OCTAVIA and SUPERB as well as the KAMIQ, KAROQ, KODIAQ, ENYAQ iV, ENYAQ COUPÉ iV, SLAVIA 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; has additional production capacities in China, Russia, Slovakia and India primarily through Group partnerships, as well as in Ukraine with a local partner.
- › employs 45,000 people globally and is active in over 100 markets.