



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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Note to editors: Change in ŠKODA AUTO's Communications department

- › Vítězslav Kodym takes over as Head of Product Communications at ŠKODA AUTO
- › After five years at ŠKODA AUTO, his predecessor Christian Heubner is moving to the Volkswagen brand's Communications department
- › Ariane Kilian, Head of Communications at ŠKODA AUTO: "Accomplished automotive expert Vítězslav Kodym is stepping up to take charge of Product Communications and will bring in fresh ideas."

Mladá Boleslav, 28 July 2022 – Vítězslav Kodym will be heading up ŠKODA AUTO's global Product Communications as of 1 August and will be responsible for the topics of technology, products and motorsport. He will report directly to Head of Communications, Ariane Kilian. Kodym succeeds Christian Heubner, who will soon be in charge of the Volkswagen brand's Communication Experience in Wolfsburg.

Vítězslav Kodym has worked in ŠKODA AUTO's Communications department since 2013, most recently as Head of Communications Management. In this role, he was responsible for the strategic planning and coordination of global communications activities. As of 1 August, he will be responsible for the topics of technology, products and motorsport as Head of Product Communications.

Ariane Kilian, Head of Communications at ŠKODA AUTO, emphasises: "I'd like to thank Christian Heubner, who has done an excellent job of shaping Product Communications over the past 18 months and generating impulses, especially in terms of innovative digital formats. I wish him all the best for his new tasks. At the same time, I'm looking forward to working with Vítězslav Kodym. With him, we have gained an accomplished product expert for the role who will bring in fresh ideas with his many years of experience as a motoring journalist. His focus will be on making Product Communications even more digital, agile and efficient so that we can best meet the needs of journalists. I wish him much joy and success in this endeavour."

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Media image:



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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 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.