

Landmark anniversaries for Škoda Auto in 2023

- › 110 years of the Laurin & Klement M models, predecessors to the Škoda Superb series
- › 100 years of the Škoda logo, 30 years since the blue winged arrow was replaced by the iconic green
- › 80 years of Škoda all-wheel drive (4×4) cars

Mladá Boleslav, 26 January 2023 – Among other milestones in 2023, Škoda Auto will be celebrating the 100th anniversary of its logo with the winged arrow, a symbol of dynamism and progress. In addition, this year marks the 80th anniversary of Škoda models with all-wheel drive. Anniversaries of sporting triumphs, long-distance journeys across continents, models paving the way for the Superb, as well as robust Škoda utility vehicles, are also woven into the story of the successful Czech car manufacturer. A complete overview can be found in the attached [brochure](#).

The tradition of the Mladá Boleslav-based company dates back to 1895 when the passionate cyclists and Czech compatriots Václav Laurin and Václav Klement laid the foundations of the Slavia bicycle workshop. From 1899, they also produced modern motorcycles of their own design and in the autumn of 1905, the first Laurin & Klement automobile, the Voiturette A, attracted the attention of the general public.

Owing to its international success, the L&K (Laurin & Klement) brand quickly grew to become the largest car manufacturer in what was then Austria-Hungary and later Czechoslovakia. The Mladá Boleslav carmaker has used the Škoda logo with a winged arrow since the autumn of 1925 when it merged with a strong strategic partner – the Pilsen-based engineering group Škoda. The trademark was registered 100 years ago this year, on 15 December 1923.

There are many other important Škoda Auto anniversaries coming up in 2023, for example, the 110th anniversary of the Laurin & Klement M models, which paved the way for the Škoda Superb. In addition, the carmaker will be celebrating 80 years of Škoda all-wheel drive cars.

A complete overview can be found in the attached brochure. Škoda Auto will be highlighting selected anniversaries in separate press releases.

Further information:

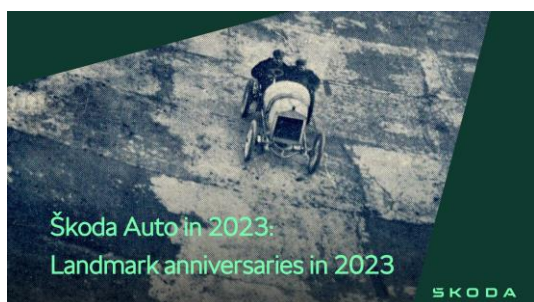
Ondřej Láník

Sponsorship and Classic Communications

T +420 734 298 184

ondrej.lanik@skoda-auto.cz

Media brochure



Brochure – Škoda Auto in 2023: A year of landmark anniversaries

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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 or 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 731,000 vehicles to customers around the world in 2022.
- › 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 capacity 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.