

Škoda is bringing its new brand strategy to life

- › **Speeding up the rollout of the new brand identity: new generations of the Superb and Kodiaq will feature a new version of the logo (flying arrow) at the front**
- › **All future electric models will follow with Škoda lettering only**
- › **New brand strategy now also includes a new sound logo, a new brand campaign and a new customer communications platform called “Let’s Explore”**
- › **Increased focus on customer centricity and the customer experience**

Mladá Boleslav, 25 April 2023 – In August 2022, Škoda Auto unveiled its new brand strategy to make the company fit for its electric future. By the end of the decade, Škoda aims to have a BEV share of more than 70 percent in its European portfolio and is supporting this fundamental shift with a new brand identity. This includes a new logo, an updated CI, a new design language and a new sound identity inspired by Czech classical music heritage. All with the aim of establishing an even clearer and more distinctive brand identity in the market and within the Volkswagen Group. Škoda is already pressing ahead with the rollout of the new logo strategy on its models and bringing the new brand identity to life in its customer communications. In order to incorporate a more customer-centric approach throughout all Škoda products and services, the brand aims to improve the overall user experience along the entire customer journey. To test different customer-oriented solutions, Škoda has opened a new Holistic User Experience centre near Prague.

Martin Jahn, Škoda Auto Board Member for Sales and Marketing, says: “We introduced our new brand strategy last year and its implementation is now in full swing. Our new brand identity and the gradual rollout of the new logo and lettering on our cars will make Škoda’s transformation visible and tangible for our customers. Our new sound identity, which is inspired by one of the most iconic pieces of Czech classical music, underlines the brand’s strong connection to our homeland and heritage. For us at Škoda, customers are at the heart of everything we do. To understand their needs and expectations even better, we have launched the Holistic User Experience centre near Prague, where we develop many solutions such as the Škoda Super App, which will be launched in the near future. With its wealth of new functions, it will take Škoda’s digital customer experience to the next level.”

Gradual introduction of the new logo and the new Škoda lettering

Central components of the new Škoda CI are the redesigned logo and the new lettering. A fresh look comes with two new green hues and also a distinctive new visual language that reflects the brand’s values: Human, Simplifying, Surprising. The new visual appearance is complemented by the new sound identity, starting with a sound logo. On the car, the now two-dimensional flying-arrow logo has a “Unique Dark Chrome” finish. It is precise, technical,

modern and youthful, while respecting the brand's rich heritage. Already used together with a wordmark in communications, it will now be gradually rolled out across new vehicle models as well. The first model series to bear the logo will be the new generations of the Superb and Kodiaq. After its update in early 2024, the Octavia will also feature it on its bonnet and steering wheel. The new Škoda lettering will adorn the tailgates of all Škoda models from autumn 2023. Every future all-electric model will carry the Škoda wordmark on its front, rear and steering wheel. In all the new electric models, customers will also hear the new sound logo inspired by the famous composition Vltava (The Moldau) – part of the “My Homeland” symphonic cycle written by one of the most famous Czech composers, Bedřich Smetana. The transformation and the new Škoda brand essence will be communicated in a global brand campaign celebrating curiosity and the spirit of exploration. As part of its new brand strategy, Škoda has sharpened the definition of its target customer group, which it refers to as “Contemporary Explorers”. They can be defined as people for whom family is a priority, who are curious for new experiences, have a strong desire to explore and are concerned with sustainability. To better reach this group, Škoda has launched a new customer communications platform called “Let's Explore”.

The next level of customer centricity

To achieve the next level of customer centricity, Škoda Auto has analysed over 100 studies, research projects and deep dive interviews to better understand customer needs. This includes feedback from more than four million customers and further answers and suggestions garnered from social media. In total, Škoda Auto has identified more than 100 solutions that could help to make the brand even more customer-focused and is testing them in its new Holistic User Experience (HUX) centre near Prague. The company is looking at the entire customer journey – online and offline – from the customer's home to the dealerships and service centres and all the way to the adoption of electric mobility. Data analyses show that customers support Škoda's “Mobile First” approach. 65 percent of potential customers prefer using their mobile phone as their main communications device. Specific customer experience projects include, for example, the development of a new “Super App” as a further evolution of the current MyŠkoda App. The new app will be introduced later this year and will include many new features such as new charging functions and exclusive news about products and the brand. Work is also underway on a vehicle handover checklist and a customer loyalty programme to reward customers with special perks before and during ownership.

Flexible test drives and new digital services

Currently in its pilot phase and about to be rolled out to other markets is a new, personalised test drive experience whose primary aim is to familiarise customers with electric mobility. At present, over 70 percent of potential BEV buyers have no first-hand experience of electric mobility. The car sharing platform HoppyGo enables potential customers to test drive Škoda BEV models for anything from an hour to several days. This will enable a more tailor-made test drive experience complementing the existing offerings at Škoda dealerships. Various

digital services to make everyday life easier for customers are also being piloted in parallel. They include delivery of parcels and goods to the boot of a Škoda and the Pay to Park service, which makes it possible to pay for parking directly from the vehicle, at the touch of a button. Pay to Park is already in use in nine countries, enabling on-street parking payments. Škoda drivers can explore more than 100 location-based offers in six countries.

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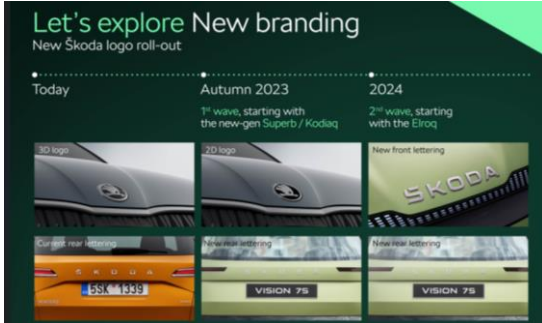
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Media images



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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 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.