

Škoda Academy celebrates its tenth anniversary

- › Škoda Academy has developed exceptional educational community and facilitates lifelong learning and empowerment
- › Celebrations focused on future transformation
- › Apprentices presented preview of ninth Student Car to mark the occasion
- › New memorandum signed affirming support in education, investment and long-term intention to empower transformational themes in the automotive industry
- › Go-live of new learning ecosystem Degreed

Mladá Boleslav, 26 April 2023 – The Škoda Academy has just celebrated its tenth anniversary. A multi-faceted program highlighted the most important milestones as well as the future topics of the Škoda Academy and their strategic importance for the Czech car manufacturer. The empowerment of employees and pupils is crucial to successfully shape the path of Škoda Auto within this era of transformation. Vocational training has a long tradition at Škoda Auto, dating back to 1927.

Maren Gräf, Škoda Auto Board Member for People & Culture, says: “We are transforming Škoda Auto and transitioning towards e-mobility and digitisation. To successfully navigate this change, we are creating the conditions to upskill our employees and prepare them for the future requirements of our industry. In this context, lifelong learning and empowering our employees are top priorities for us. We can look back on an almost 100-year tradition of training and education at Škoda Auto, starting with our first apprentices in 1927. Today, with its innovative and strategic approach to learning, the Škoda Academy plays a key role in enabling our employees to develop new skills and contributes towards future-proofing Škoda Auto and enhancing our competitiveness in a radically changing world. “

Maren Kabowski, Head of Škoda Academy, adds: “The range of courses of Škoda Academy not only aims to pass on technical knowledge but also to integrate professional and social skills. This anniversary gives us the opportunity to look back on the amazing results of the past decade and express our sincere thanks to all partners for our fruitful collaboration. At the same time, as we celebrate our tenth anniversary, we are outlining our vision of the education of the future and continuing to drive transformation. The Škoda Academy will make a significant contribution to the successful future of our company and thus also our regions.”

Building up a strong educational community

In 2013, the education and training of employees and pupils was merged under the Škoda Academy roof. It was established as part of the Volkswagen Group Academy strategy. Within this framework, the role of the Škoda Academy is defined, in particular, by the following topics: product, digitalization, mindset culture, factory and working methods.

The Škoda Academy has built up an exceptional educational community within and outside the Volkswagen Group, from which it now benefits to respond quickly and purposefully to changes.

People empowerment at Škoda Auto

As a rapidly transforming company focused on digitalization and future technologies, Škoda Auto has made learning an integral part of its corporate strategy. The company considers the right skills and employee empowerment to be a major key to successful transformation. The Škoda Academy therefore sees its task as offering training courses that are not only relevant in terms of content, but that also motivate employees to learn independently and enable them to develop continuously.

With "**Degreed**", the Škoda Academy now offers a suitable digital learning ecosystem with re-skilling and upskilling, development paths and mindset measures. This ecosystem is itself in a constant process of transformation to keep pace with the rapidly changing environment in the automotive industry and social realities. It creates innovative workspaces and changes the paradigm of learning.

Škoda Auto has a long tradition of education

The Czech car manufacturer has a long track record of investing heavily in training and further education. It was in 1927 that the Škoda vocational school in Mladá Boleslav opened its doors to the first 58 students. Since then, more than 25,000 people have graduated from the school. Today, the vocational school forms part of the Škoda Academy, where almost 820 aspiring automotive specialists across 19 disciplines are preparing for their future roles. Nearly one hundred of them are women. The company has already upskilled more than 23,000 employees to prepare them for the demands of e-mobility and secure jobs at the site.

Ten years of forward-looking topics

During the anniversary celebrations, the attendees had the opportunity to participate in interactive, innovative workshops to explore the development of educational topics such as artificial intelligence, 3D printing, automation, e-mobility, and various projects on human skills.

As part of the anniversary event, students from the Škoda vocational school in Mladá Boleslav released a video offering a preview of the next Apprentice Car.

The Apprentice Car is the Škoda Academy's flagship project, which involves vocational school students transforming a vehicle from Škoda's portfolio into their very own **dream car**

in one academic year. The apprentices are solely responsible for realizing the concept – from the first sketch to the finished unique vehicle. They receive support from many Škoda Auto departments, including Škoda Design and Technical Development.

Commitment to people empowerment

On the occasion of the anniversary, Klaus Zellmer, Chairman of the Board of Škoda Auto, Maren Gräf, Member of the Board for People and Culture and Jaroslav Povšík, Chairman of the KOVO trade union, signed a memorandum to promote and support the Škoda Academy. The company is thus committed to investing intensively in the training and development of its employees to successfully master the transformation to e-mobility and digitalization.

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Media images:



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During the anniversary celebrations, the attendees including the Škoda Auto Board Members: Maren Gräf, Škoda Auto Board Member for People & Culture and Michale Oeljeklaus, Škoda Auto Board Member for Production and Logistics had the opportunity to participate in interactive, innovative workshops to explore the development of educational topics such as artificial intelligence, 3D printing, automation, e-mobility, and various projects on human skills.

Source: Škoda Auto



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On the occasion of the anniversary the memorandum to promote and support the Škoda Academy was signed. The company Škoda Auto is thus committed to investing intensively in the training and development of its employees to successfully master the transformation to e-mobility and digitalization. From the left to the right: Maren Gräf, Škoda Auto Board Member for People & Culture and Maren Kabowski, Head of Škoda Academy

Source: 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 important growth markets such as India and North Africa.
- › currently offers customers twelve car series: the Fabia, Rapid, Scala, Octavia, Superb, 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, 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.