

## Škoda Octavia: Refreshing the brand's best-seller

- › Exterior with visual fine-tuning and new second-generation LED Matrix beam headlights
- › Interior comes with nine Design Selections, 13-inch infotainment display and additional sustainable materials; chatbot ChatGPT to be integrated as standard at a later date
- › Four petrol and two diesel engines with up to 195 kW (265 hp) plus mild-hybrid options
- › New safety and assistance systems for even more advanced active and passive safety
- › Škoda Octavia Sportline and RS take the range topper's sporting legacy to the next level

Mladá Boleslav, 14 February 2024 – Škoda Auto is updating the hatchback and estate versions of its iconic Octavia. With more than 7 million units sold, it is by far the brand's best-selling model. Its fourth modern generation has now been given a freshened look that includes a revised Škoda grille and new second-generation LED Matrix beam headlights. Customers benefit from even more comprehensive standard equipment like a 10-inch Digital Display or dual-zone Climatronic. On top of that, the share of sustainable materials inside the car has increased. Further safety and assistance systems enhance active and passive safety and a new range structure provides additional individualisation options.

**Klaus Zellmer, Chairman of the Board of Škoda Auto**, says: "Our customers rightly expect a lot from the Octavia and this refresh takes our best-selling model to the next level. Innovations such as a fully redesigned infotainment system, new safety systems, increased use of sustainable materials and more powerful headlights make it an even better fit for everyday explorers. I'm confident our latest Octavia will surprise and delight its drivers and passengers, confirming its place as our most popular car."

**Martin Jahn, Škoda Auto Board Member for Sales and Marketing**, says: "The Octavia is the backbone of the Škoda brand. After four modern generations and over 7.15 million units sold, the upgraded Octavia will continue this success story. With a refined front view, new assistance systems and state-of-the-art infotainment, including a 13-inch central display for the first time, our updated bestseller is set to maintain its position as one of the most successful models in Europe. I am convinced it will continue to impress everyday explorers – with its versatility, attractive design and excellent value for money."

### **New momentum for the brand's iconic model**

The fourth generation of the modern Octavia enters its next production phase with a renewed sense of purpose. The refresh includes a new, upgraded design with revamped front and rear bumpers and an updated Škoda grille. Also new are the second-generation LED Matrix beam headlights, revised LED rear lights with animated indicators and a number

of new alloy wheel designs. The new range structure comprises four trim levels – Essence, Selection, Sportline and RS – as well as nine Design Selections for the interior.

In addition to new and sustainable materials for the seats, dashboard and door panels, a 10-inch Digital Display now comes as standard on selected model variants. The familiar 10-inch Virtual Cockpit, introduced at the launch of the fourth-generation Octavia, remains on offer. A 13-inch infotainment display is available as an option for the first time on the Octavia. The AI-based ChatGPT chatbot will be integrated into the Laura voice assistant as standard. The integration of ChatGPT into the Laura voice assistant introduces a variety of new capabilities that go far beyond the previous voice commands. Intelligent Park Assist and Remote Park Assist also make their Octavia debuts. The engine line-up consists of two 1.5 TSI petrol engines, optionally available with mild-hybrid technology, two power-booster 2.0 TSI petrol engines and two diesels. Outputs range from 85 kW (115 hp) to 195 kW (265 hp).

Moreover, Škoda Auto has further extended its comprehensive portfolio of active and passive safety features: a new Attention and Drowsiness Assist now uses a wide range of data and parameters to assess driver behaviour. In addition, the updated Octavia comes with up to 10 airbags.

### **Škoda's best-seller and its success story**

The modern Škoda Octavia has been the Czech car maker's mainstay and customer favourite ever since production began 27 years ago in 1996. Its four modern generations to date have attracted more than seven million customers across more than 60 markets with their spaciousness, state-of-the-art technology, outstanding level of safety and excellent value for money. The Octavia is also highly regarded by the international media. For example, the fourth generation was the European Car of the Year finalist in 2021 and won the Swiss Car of the Year in the same year.

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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.
- › effectively leverages existing potential in important growth markets such as India, North Africa, Vietnam and the ASEAN region.
- › currently offers its customers eleven passenger-car series: the Fabia, Scala, Octavia and Superb as well as the Kamiq, Karoq, Kodiaq, Enyaq, Enyaq Coupé, Slavia and Kushaq.
- › delivered over 866,000 vehicles to customers around the world in 2023.
- › 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 components such as MEB battery systems, engines and transmissions as part of the Volkswagen Group; these components are also used in vehicles of other Group brands.
- › 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 over 40,000 people globally and is active in around 100 markets.