

Škoda Auto launches production of refreshed Octavia: a new chapter in sustainability and innovation

- › The Czech carmaker has begun producing the upgraded Octavia at its main plant in Mladá Boleslav
- › The proportion of sustainable materials in the interior has increased, especially in the seats, dashboard and door trims
- › Škoda Auto has produced about 7.5 million units of its bestseller since 1996

Mladá Boleslav, 8 April 2024 – Škoda Auto has launched series production of the refreshed Octavia at its main plant in Mladá Boleslav. The upgraded fourth generation of the brand's bestseller features a redesigned Škoda grille, new second-generation LED matrix beam headlights and the integration of ChatGPT into the Laura voice assistant, among other enhancements. With Octavia production being transferred to the Kvasiny plant later this year, the Czech carmaker will create additional capacities in Mladá Boleslav.

Andreas Dick, Škoda Auto Board Member for Production and Logistics, said: "With just about 7.5 million units produced since the first modern generation debuted in 1996, the Octavia remains the heart of our brand. This latest update sets new standards in design, technology, and sustainability. The model is now even safer, with the higher proportion of sustainable materials in the seats, dashboard, and door trims, alongside the integration of cutting-edge connectivity features."

Expanding Octavia production: a strategic move

Production of the Octavia has begun in Mladá Boleslav, with options for four petrol and two diesel engines, delivering up to 195 kW (265 hp), along with mild-hybrid versions. In the second half of the year, Škoda Auto intends to shift Octavia production to the Kvasiny plant. This strategic move will increase capacity for Octavia production in Kvasiny while freeing up space at the Mladá Boleslav plant to focus on the production of the Enyaq, Enyaq Coupé, and Elroq models.

The Octavia's legacy: a multi-award-winning market leader

Since its 1996 premiere, the modern Octavia has embodied Škoda Auto's new image, setting new standards and shaping the company's direction. It quickly became a top seller and now leads the sales rankings in seven European nations, including the Czech Republic, Austria, and Slovakia. Moreover, the Octavia Combi is the most popular estate car in the Czech Republic, Italy, Switzerland, and 11 other countries.

Last month, the Škoda Octavia was named the best import car in its category at the prestigious Best Cars Readers' Choice Awards by the German magazine 'auto motor and sport', marking its 11th consecutive win in the compact class import category.

Upgraded Octavia: refined aesthetics and cutting-edge technology

The latest iteration of the Octavia boasts a refined exterior, offering a sleeker and more dynamic look. With the addition of second-generation LED matrix beam headlights as an optional feature, it combines functionality with style. Inside, customers have the choice of four trim levels and nine Design Selection trims, all incorporating eco-friendly components, such as recycled fabrics and sustainably treated leather. True to Škoda's Simply Clever philosophy, even the practical features – like the ice scraper in the fuel filler cap and the optional umbrellas in the front doors – are made from sustainable materials.

On the technology front, the Octavia's infotainment system now features a standard 10-inch display. Improving the driving experience, the integration of the AI chatbot ChatGPT into the Laura voice assistant system is now standard, offering new capabilities that significantly expand upon traditional voice command functions. Additionally, the vehicle is equipped with an array of advanced assist systems, including Collision Avoidance Assist, Turn Assist, and Exit Warning, further enhancing safety and convenience for all occupants.

The Octavia's Sportline and RS variants: dynamic design and powerful performance

Škoda will continue to offer the Octavia in both Sportline and RS versions. Known for its dynamic design, the Octavia Sportline offers four engine options: two diesel and two petrol powertrains. Since the year 2000, the sportiest Octavia versions have featured the legendary 'RS' designation. The RS version, equipped with a 2.0 TSI engine delivering 195 kW (265 hp), features distinctive glossy black details and a red reflector strip on the rear, highlighting its sporty appearance.

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Media image



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With about 7.5 million units produced, the Octavia is the brand's most successful model worldwide. The latest upgrade to the fourth generation introduces enhanced features, embodying a renewed commitment to functionality, and sustainability.

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.
- › 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.
- › is part of the Brand Group CORE – the organisational merger of the Volkswagen Group's volume brands – to achieve joint growth and to significantly increase the overall efficiency of the five volume brands
- › 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 approximately 40,000 people globally and is active in around 100 markets.