

Let's Explore Albania with the Octavia 4x4 and Karoq 4x4

- › An adventure trip in Albania behind the wheel of the Octavia 4x4 and Karoq 4x4
- › Practical, comfortable and flexible – the two popular models are ideal companions for everyday explorers
- › Together, the Octavia and Karoq accounted for 35% of Škoda Auto's total sales in 2024

Mladá Boleslav, 23 June 2025 – Let's explore Albania – a land of rugged passes, quiet lakeshores and winding coastal roads – in the Škoda Octavia 4x4 and Karoq 4x4. This varied and often untamed landscape is the perfect place to put these two capable models through their paces. The Octavia arrives with a 2.0 TSI petrol engine (150 kW/204 hp) and all-wheel drive, while the Karoq offers a choice between a 2.0 TSI petrol (140 kW/190 hp) and a 2.0 TDI diesel (110 kW/150 hp). The all-wheel drive ensures ideal traction at all times. The two models combine practicality, everyday comfort and safety – qualities that have long contributed to Škoda's global success. Last year alone, the Octavia and Karoq reached a combined total of 325,000 customer deliveries, accounting for 35% of Škoda Auto's global sales.

Martin Jahn, Škoda Auto Board Member for Sales and Marketing, says: "The Octavia and Karoq both play an important role in Škoda Auto's current portfolio and will continue to appeal to everyday explorers with their versatility, dynamic design and attractive price-value proposition. The modern Octavia, launched first in 1996, has become the bestseller and backbone of the brand with over 7.5 million units sold across four generations. It is also one of Europe's ten best-selling cars and leads the compact class. The Karoq, introduced in 2017 as Škoda's second SUV model, became an instant success, offering generous space and a high level of practicality. Both cars are also available in 4x4 versions, making them ideal companions for everyday exploration in the city and the great outdoors."

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Škoda Auto has been active in Albania since 1950 and currently holds a 12% share of the market. It is the perfect place to experience what the 4x4 variants of the Octavia and Karoq do best.

Both the Karoq and Octavia are well-suited to both urban driving and outdoor adventures. The Karoq stands out with its versatility, stable handling and all-round comfort. Whether navigating town traffic or setting off on a weekend getaway, it is an excellent choice for

families and active individuals looking for space and flexibility on their trips off the beaten track.

The Octavia – a true icon of the Škoda line-up – is known for its appealing design, strong safety credentials, and generous interior space. Rear legroom and a spacious boot make long journeys more comfortable, while its modern engines ensure efficient performance. Fitted with all-wheel drive, it also takes unpaved roads in its stride.

Simply Clever details for the roads less travelled

The Octavia 4×4 and Karoq 4×4 balance everyday usability and long-distance comfort. Their adaptable interiors are designed to accommodate a variety of lifestyles, with clever features to make life on the move easier: The electrically folding detachable tow bar is ideal for those who regularly use trailers, bike racks or additional storage, as it offers easy access without the hassle of manual fitting. In the boot, a double-sided mat with fabric on one side and wipe-clean plastic on the other helps protect the interior after hikes, beach trips or muddy adventures. The optional netting system from the Škoda Genuine Accessories range adds extra convenience, securing bags and equipment to prevent items from sliding around during the drive.

Other useful items from the Škoda Genuine Accessories range include an inflatable mattress, a versatile sleeping bag that doubles as a blanket, a lightweight, easy-to-set-up hammock, and a solar-powered outdoor lamp offering three brightness levels with touch controls. A 15-litre thermo-electric cooler/heater keeps refreshments just right, and a foldable grill is perfect for impromptu outdoor cooking. Compact travel cutlery, a rechargeable LED lamp, and a coffee machine for fresh espresso on-the-go make road trips even more enjoyable, while a practical 2-in-1 travel pillow and blanket set ensures journeys are relaxed and comfortable.

Advanced safety and comfort features as standard

Both models are equipped with a host of advanced safety and comfort features, including Front Assist with Predictive Pedestrian Protection, Crew Protect Assist, Travel Assist, and Side Assist. Furthermore, they come with an electric tailgate with virtual pedal and an electrically retractable towbar.

From wilderness to warmth: homemade and locally prepared food

Besides testing the vehicles on challenging terrain, this trip gives participants a genuine experience of the region and memorable outdoor activities. This special atmosphere is reflected in the food provided, which is homemade or locally prepared. Participants will also sample ready-to-eat outdoor snacks from Adventure Menu, a Czech company offering convenient meals for active lifestyles and leisure pursuits.

Modern camping: comfort meets freedom

Camping has evolved. Rather than roughing it, today's explorers can enjoy the comfort of tailor-made mattresses, cosy pillows, soft lighting and smart folding gear that turns the car into a mobile living space. Whether sleeping under the stars, in a car tent or inside the car, modern camping with Škoda combines freedom and comfort with a warm, welcoming feel.

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Škoda Auto

- > has been successfully following the "Next Level – Škoda Strategy 2030" strategy in the new decade;
- > aims to become one of the top three best-selling brands in Europe by the end of the decade with attractive offers in entry-level segments and additional electric models;
- > effectively exploits the potential in important growth markets such as India, North Africa, Vietnam and the ASEAN region;
- > It currently offers customers 12 passenger car model ranges: Fabia, Scala, Octavia, Superb, Kamiq, Karoq, Kodiaq, Elroq, Enyaq, Slavia, Kylaq and Kushaq;
- > in 2024, it delivered more than 926,000 vehicles to customers worldwide;
- > has been part of the Volkswagen Group, one of the world's most successful car manufacturers, for more than 30 years;
- > is part of Brand Group CORE, an organisational merger of the Volkswagen Group's volume brands, with the aim of achieving joint growth and significantly increasing the overall efficiency of all five volume brands;
- > As a Volkswagen Group brand, it independently develops and produces components such as MEB battery systems, engines and transmissions for other Group brands;
- > operates three production plants in the Czech Republic; has production capacities in China, Slovakia and India, mostly through group partnerships, as well as in Vietnam and Ukraine in cooperation with a local partner;
- > It employs around 40,000 people worldwide and is active in almost 100 markets.