

Albania uncovered: Rugged roads, rich culture, untamed nature

- › Škoda Octavia 4x4 and Karoq 4x4 explore Albania's most scenic and demanding routes
- › From historic towns to thrilling mountain drives, the driving event combines culture, adventure and fun on the road

Mladá Boleslav, 23 June 2025 – Albania rewards curious travellers with stunning landscapes, rich cultural heritage, and memorable adventures. With its mix of rugged mountain trails and winding coastal roads, the country provides an ideal setting to experience the versatility and capabilities of the Octavia 4x4 and Karoq 4x4 models.

A journey through history and highlands

The itinerary showcases the heart and soul of Albania, where Škoda Auto has been operating since 1950. It all begins with a scenic drive to **Shkodër**, Albania's cultural hub in the north. Participants will stop at the impressive Rozafa Castle, perched above the confluence of the Buna and Drin rivers. A local guide is on hand with unique insights into Albania's culture, mountains, religions, and harmonious way of life. Afterwards, there's a chance to unwind at **Lake Skadar**, the largest lake in the Balkans, enjoying some relaxed paddleboarding before dinner and overnight glamping by the lake.

Switchbacks, summits and stunning views

The next day's drive takes participants to the traditional village of **Tamarë**, winding through alpine landscapes and past picturesque spots near **Brigjë**, reaching the high-altitude **Qafa e Thores Pass** (1,630 metres above sea level). The route continues into **Theth**, a remote village nestled within the majestic Albanian Alps, surrounded by peaks towering over 2,000 metres. Established around 400 years ago, Theth remains largely untouched, with its traditional stone and wooden houses. Notable sights include the historic **Kulla e Pajtimit** (Reconciliation Tower), a centuries-old symbol of unity in Albania despite its turbulent history. For a memorable highlight, participants can enjoy the thrill of the 1,100-metre-long **Thethi Zipline**.

On the final day, drivers switch to the Škoda Karoq 4x4 for an adventurous journey along a remote gravel road leading to the historic **Ura e Mesit bridge**, built in 1770. Here, there's time to enjoy the atmosphere, spectacular views and capture final photographs before departing for Tirana Airport.

Route overview

- **Day 1 – Culture, Castles and City Vibes (130 km)**
 - **Shkodër**
Northern Albania's cultural centre, home to the impressive Rozafa Castle above the Buna and Drin rivers.
 - **Lake Skadar**
The largest lake in the Balkans, ideal for paddleboarding.
- **Day 2 – Into the Albanian Alps (210 km)**
 - **Tamarë**
Traditional village offering a glimpse into rural Albanian life.
 - **Brigjë**
Scenic viewpoints near Brigjë leading to the Qafa e Thores Pass (1,630 m).
 - **Theth**
Remote mountain village with traditional architecture, a historic church from 1892, and the exciting Thethi Zipline.
- **Day 3 – Ura e Mesit**
Remote gravel-road adventure to the historic Ura e Mesit bridge, a peaceful spot built in 1770.

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- › 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.