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Press Kit Let's Explore Albania

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

- › An adventure trip in Albania behind the wheel of the Octavia 4×4 and Karoq 4×4
- › 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 4×4 and Karoq 4×4. 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 4×4 versions, making them ideal companions for everyday exploration in the city and the great outdoors."

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

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 4×4 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.

Octavia 4×4: a great companion for any road

- › **Octavia 4×4: Available as a hatchback and estate, both with a 2.0 TSI engine (150 kW/204 hp) and seven-speed DSG**
- › **The brand's bestseller combines practicality, performance and comfort for everyday driving and trips off the beaten track**
- › **Impressive performance, with the hatchback accelerating from 0 to 100 km/h in just 6.6 seconds (estate 6.7 seconds)**

Mladá Boleslav, 23 June 2025 – The Octavia 4×4 is available as both a hatchback and estate, pairing a powerful 2.0 TSI engine (150 kW/204 hp) with a seven-speed DSG transmission.

Practical, powerful, and ready for more

Built for everyday life and weekend getaways, the Octavia 4×4 blends everyday usability with dynamic performance and year-round confidence. Whether cruising along the motorway, navigating urban roads, climbing mountain passes, or tackling rougher terrain, it provides surefooted control and a high level of comfort.

Despite its strong performance – with a top speed of 228 km/h and sprinting from 0 to 100 km/h in 6.6 seconds (estate 6.7 seconds) – the Octavia 4×4 remains very efficient, with features that reduce fuel consumption even in more demanding conditions. The combined fuel consumption is 6.7–7.2 l/100 km (WLTP) for the hatchback and 6.8–7.3 l/100 km (WLTP) for the estate.

Confident handling, wherever you go

The Octavia 4×4's intelligent all-wheel drive system continually monitors road conditions to deliver optimal grip and stability. With a maximum torque of 320 Nm, it automatically distributes power where it is needed most – whether that is across both axles or to a single wheel. Towing capacity with a braked trailer is up to 1,900 kg. A multi-link rear axle adds precision and comfort on any road.

Adaptable suspension for added comfort

The optional DCC adaptive chassis adjusts suspension responses based on the road surface or driver preference. Using Driving Mode Select, drivers can choose from Eco, Comfort, Normal, Sport, or Individual mode – the latter offering up to 15 levels of chassis adjustment. An additional Off-Road Mode is also available, enhancing ride comfort and control on unpaved terrain.

Karoq 4×4: a compact all-rounder for the great outdoors

- › **Choice of two engines: 2.0 TSI petrol (140 kW/190 hp) or 2.0 TDI diesel (110 kW/150 hp)**
- › **The Karoq Sportline comes exclusively with the 2.0 TSI petrol engine**
- › **Intelligent all-wheel drive delivers optimal traction and control**

Mladá Boleslav, 23 June 2025 – The Karoq 4×4 offers a choice of two powerful engines: a 2.0 TSI petrol (140 kW/190 hp) and a 2.0 TDI diesel (110 kW/150 hp). The Karoq Sportline is offered exclusively with the petrol engine and seven-speed DSG transmission.

Everyday versatility

Spacious and adaptable, the Karoq 4×4 is ready for whatever life brings. On motorway journeys or outdoor adventures, this model combines everyday comfort with all-road confidence – making it an ideal companion for active lifestyles. Its all-wheel drive system also ensures excellent grip and stability in all weather and on a variety of surfaces.

Confident performance from both engine options

Drivers can choose between two engines: a 2.0 TSI petrol with 140 kW (190 hp) or a 2.0 TDI diesel with 110 kW (150 hp). The even more dynamic Karoq Sportline, which features the petrol variant, sprints from 0 to 100 km/h in 7.0 seconds, and reaches a top speed of 221 km/h. The combined fuel consumption is 7.6–7.8 l/100 km (WLTP).

Control on every surface

The Karoq's all-wheel drive system continuously monitors traction and automatically adjusts power delivery between the axles – or even to individual wheels – for optimal grip and control. This intelligent set-up makes light work of wet roads, gravel tracks and everything in between. For added comfort, the Karoq is also available with Dynamic Chassis Control (DCC), allowing drivers to adapt suspension settings to suit different road surfaces and driving styles.

Karoq Sportline: stylish, sporty, and ready for action

At the top of the range sits the Karoq Sportline, featuring bold black styling accents, including the grille, mirrors, window trim, roof rails and rear diffuser. LED Matrix-beam headlights are fitted as standard.

Inside, the dynamic design continues with sports seats upholstered in ThermoFlux fabric, Piano Black dashboard trim and carbon-effect door details. The three-spoke multifunction sports leather steering wheel features contrasting silver stitching and a Sportline badge. Brushed steel pedals and a projected Škoda welcome logo add even more visual appeal, while the 10-inch Virtual Cockpit features a Sportline-specific display theme.

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.

Success stories behind the Škoda Octavia and Karoq

- › The original Octavia debuted in 1959, establishing the model name
- › Since its modern relaunch in 1996, the Octavia has reached over 7.5 million customers across 60 markets
- › The Octavia remains one of Europe's top ten best-selling cars, winning numerous international awards
- › The Karoq has enjoyed significant success since its market launch in 2017, with over 800,000 units delivered worldwide

Mladá Boleslav, 23 June 2025 – The Škoda Octavia's success story began 66 years ago with the launch of the original model. Since its modern relaunch in 1996, more than 7.5 million Octavia models have been sold across 60 markets, making it Škoda Auto's bestselling series. Its enduring appeal has also earned it widespread acclaim from international automotive media. The Škoda Karoq, introduced in 2017, quickly established itself as another key model for the Czech carmaker. The compact SUV became Škoda's best-selling SUV in 2020 and its second most popular model overall, after the Octavia, with more than 800,000 vehicles delivered worldwide.

The original Octavia: ahead of its time

The first Octavia rolled off the line in spring 1959 as Škoda's eighth post-war model – and its name, derived from the Latin word 'octava', reflects that. It featured a sturdier frame and a range of design and safety updates, including asymmetric headlights and a deformable steering wheel.

Power came from a 1.1-litre four-cylinder engine producing 29.4 kW (40 hp), with the Octavia Super offering a bit more punch thanks to a 1.2-litre engine with 33 kW (45 hp). A Combi estate version was introduced in 1960, featuring a split tailgate – an unusual feature for its time. The Octavia stayed in production until 1964, while the Combi estate version continued until 1971. In total, 284,000 units were built, nearly 55,000 of them Combi models.

Redefining practicality: the rise of the modern Octavia

The first generation of the modern Octavia made its debut in 1996 and quickly became synonymous with the Škoda brand. Its distinctive hatchback design was followed by the spacious Octavia Combi in 1998. The range expanded to include an all-wheel-drive version in 1999 and the first Octavia RS in 2000.

By 2010, nearly 1 million hatchbacks and almost half a million estates had been produced. The second generation built on that success with more than 2.5 million cars sold between 2004 and 2013, thanks to enhanced practicality and new technologies like direct-injection petrol engines and DSG automatic transmissions.

The third generation launched in 2012 and was updated in 2017. It was also chosen by over 2.5 million customers worldwide. The current fourth generation, introduced in 2019 and refreshed in 2024, continues to set benchmarks for space, practicality and value.

With over 7.5 million units sold, the Octavia is the heart of the Škoda brand as well as one of Europe's top ten best-selling cars, leading the compact class across the EU27, Iceland, Liechtenstein, Norway and Switzerland. In Germany, Škoda's largest European market, the Octavia has long been the most popular imported model. It is also trusted by police fleets in Austria, Croatia, France, Italy, Kosovo, the UK, and even as far afield as Morocco. Four years ago, 100 Škoda vehicles were delivered to the Albanian police force; today, the entire Albanian justice system relies on the Octavia for mobility in its daily operations.

Škoda Auto continues to lead in the estate segment, largely thanks to the popularity of the Octavia Combi. In autumn 2025, Škoda Auto will preview a new concept car, offering a first glimpse into the brand's vision for the future of this estate model.

International praise and industry recognition for Škoda's bestsellers

Over the years, the Škoda Octavia and Karoq have both received recognition and awards from automotive journalists and readers worldwide.

The Octavia has repeatedly earned prestigious awards, reflecting its popularity among families, professionals and automotive journalists. Highlights include being named 'Best Family Car' by the Women's World Car of the Year awards in 2020 and 'Family Car of the Year' by the UK's Auto Express in 2021. German magazine Auto Bild recognised the Octavia as the best all-wheel-drive car under €40,000 in 2020 and has named it 'Best Company Car' in its category for five consecutive years. In 2023, the Octavia won 'Best Family Car for Practicality' at the UK's What Car? Awards, and in 2025 German magazine auto motor und sport chose the Octavia as the 'Best Compact Class Import' for the twelfth year running.

The Karoq was introduced in early 2017 and quickly gained recognition for its appealing design, practicality, and driving qualities. In its very first year, the Karoq earned the 'Golden Steering Wheel' award from Germany's Auto Bild as best small SUV, alongside the 'AUTONIS' award for best new compact SUV design from auto motor und sport. For three consecutive years (2017–2019), it took home the 'Auto Trophy' from Auto Zeitung, awarded as the best import SUV under €25,000. In 2018, readers of auto motor und sport

magazine voted it the best compact import SUV and off-road vehicle. The Karoq was also crowned 'Car of the Year' in both the Czech Republic and Greece, and won the title of 'SUV of the Year' in Bulgaria. In the UK, it won at the prestigious 'Fleet News Awards', and from 2019 to 2021 it was repeatedly named 'Company Car of the Year' in the compact SUV and crossover category by the German magazine firmenauto. In 2021, it received further recognition as 'Best Family SUV' from the UK's What Car? magazine.

Following these successes, in November 2021 the Karoq received a significant update, introducing refined styling, sustainable materials, advanced technologies, and efficient EVO engines. These enhancements reinforced the Karoq's strong position, making it Škoda's best-selling SUV in 2020 and the brand's second most popular model after the Octavia, with more than 800,000 vehicles delivered since its launch.

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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.