

Š K O D A

130
YEARS

Škoda and the World

NEXT IN THE SERIES

Škoda and Design

Škoda and Technology

PREVIOUSLY PUBLISHED

Škoda and people

Škoda reaching every corner of the world

In this second edition of our newsletter, we invite you on a journey through time and across continents: 130 years of consistent brand evolution form a compelling story of how Škoda established strong positions and built an excellent reputation in approximately hundred markets worldwide until today.

Did you know that the first export orders from Germany, the United Kingdom, and other countries arrived in Mladá Boleslav as early as the late 19th century? Or that L&K cars were traversing all inhabited continents even before the start of the 1920's? And were you aware that a bet was made in a New York club 90 years ago to circumnavigate the globe in a Škoda car in less than 100 days, or that a charming Miss USA from 1957 also promoted the Czech car manufacturer? Dozens of these fascinating stories are accompanied by nostalgic photos and advertising graphics from the era when cars from Mladá Boleslav first began to conquer the world.

Today, Škoda ranks among the most successful and profitable volume car brands. Europe as its home market plays an important role for the company, with four out of five customers coming from this continent. Moreover, the company is about to establish a strong “second leg” outside Europe in dynamic growth markets, most notably in India and Vietnam as a gateway to the ASEAN region. In 2024, Škoda delivered over 925,000 vehicles to customers worldwide.

During the past century, the world – and with it manufacturing and distribution – has changed fundamentally. In the peak years of Laurin & Klement or during the inter-war period of the First Czechoslovak Republic, approximately one-third of production from exclusively Czech factories was exported. In 2024, however, foreign orders accounted for 91% of sales.

Enjoy your summer reading!





Škoda's journey around the world

Reaching every corner

It's in Škoda's DNA to break boundaries. Just days after unveiling their first motorcycle in November 1899, co-founder Václav Klement returned from Germany with orders for 35 Laurin & Klement machines. In spring 1900, the manufacturer won the confidence of Hewetson, a leading London-based wholesaler of transport vehicles. Thus, Czech products made their mark on some of the world's most demanding and competitive markets.

Some of L&K's customers back then came from Europe, Asia and New Zealand. The wide export range also featured three-wheelers for the Mexican postal service and specialised buses for Montenegro's rocky mountain roads. In 1913, the company sold 140 vehicles within today's Czech territory, 223 throughout the rest of Austria-Hungary, and 174 in Tsarist Russia. Meanwhile, combined sales to Germany, Switzerland, France, Italy, Spain, and the Balkans totalled just 25 vehicles, with five sent to Australia, two to Africa, and a solitary car to Asia. Modest numbers by today's standards, yet impressive enough at the time to make L&K the largest car manufacturer in the multinational Austro-Hungarian empire.

Racing – the best advertisement!



“East or west, uphill or downhill, long or short distances, driven by amateurs or professionals, on good roads or bad – our products have always demonstrated their strengths.”

Promotional brochure published in several languages (1908)

Inter-war export revival

Not even the trade barriers implemented by numerous countries after the First World War could halt the brand's global expansion. While the Austro-Hungarian market fragmented, Germany grappled with severe economic issues and Russia suffered a crippling civil war. The strong gold-backed Czechoslovak koruna significantly increased the price of exports, and extremely high customs duties imposed by many nations to protect domestic producers further hindered trade. Despite these challenges, the Mladá Boleslav-based manufacturer remained profitable, successfully marketing its L&K Excelsior motorised ploughs in France, Spain, and Latin America, significantly boosting financial results.

From 1925, when the company adopted the Škoda name, it capitalised on the extensive international dealer network of its parent company in Plzeň. This allowed Škoda cars to enter markets such as India, China, and Iran.

Modern design and proven reliability, showcased through impressive long-distance journeys, became key selling points. Once the economic crisis of the 1930s subsided, Škoda attracted customers at motor shows from Geneva to Buenos Aires and Johannesburg. By 1938, 30% of its production was exported, with 95% of these exports comprising the basic Popular model. However, this promising revival of exports was once again disrupted by the Second World War.



Škoda cars bartered for traditional crafts



During the inter-war period, when there was no common European currency and international payment systems faced numerous obstacles, Omnipol – a commercial subsidiary of the Plzeň-based Škoda group – stepped in. Notably, Škoda Popular vehicles were exported to Poland through barter agreements, and Omnipol also exchanged vehicles for renowned Belgian lace, later sold for cash. Such barter trades continued decades later: for example, in 1988, Czechoslovakia exchanged Škoda cars for refrigerators and freezers from Yugoslavia.



Local adaptations

Standard Škoda models were adapted to meet specific customer needs in various regions. Enhanced engine cooling systems were essential for warmer climates in countries such as Spain and Angola, Saudi Arabia and Thailand. In the West, increasingly stringent regulation demanded upgraded carburettors and, later, catalytic converters. Swedish legislation from the 1970s required headlight wipers and mirrors on both sides of the car. Italy mandated white front indicators, while France required yellow headlights.



Crossing the Iron Curtain

Europe's division by the Iron Curtain and the nationalisation of Škoda, further complicated international trade. Exports to earn "hard" currencies (dollars, pounds, West German marks, francs, etc.) were prioritised over domestic sales in communist Czechoslovakia, but gaining a foothold in competitive Western markets was far from easy. In 1952, Škoda operated in just 22 countries compared to 36 before the war.

The situation improved after the mid-1950s political thaw. This was marked by the launch of Škoda 440 (1955) and notably its modern successor, the Octavia (1959), along with its sister convertible, the Felicia. By the early 1960s, at the peak of their commercial and sporting success, around 60% of Škoda's production was exported to more than 40 countries.

A significant increase in exports came with the construction of new factory facilities and the launch of a modern production line in Mladá Boleslav in 1964, introducing the new generation of rear-engine cars, the Š 1000 MB. Twenty years later, capitalist countries imported 53,000 Škoda vehicles, whereas just 16,000 were sent to fellow communist countries. The timelessly elegant coupés Škoda Garde, and Rapid stood out as flagship models.

Part of the Volkswagen Group

Since 1991, under the umbrella of the international Volkswagen Group, Škoda has further developed the technology as well as the design and the qualitative standards of its cars, enhancing their appeal to customers. The integration into the Volkswagen Group enabled significant investments, technology transfer, and access to global markets – transforming Škoda from a regional market leader into a competitive global automaker.

Over the past three decades, Škoda's sales volume has increased more than fivefold, expanding from a single product – the Škoda Favorit/Forman (1991) – to the current twelve model lines. European customers are familiar with models such as Fabia, Scala, Octavia, Superb, Kamiq, Karoq, Kodiaq, Elroq, and Enyaq, along with variants such as estates, coupés, and performance-focused RS versions. Additionally, Slavia, Kylaq, and Kushaq are produced at Indian and Vietnamese factories, specific models tailored to local markets in the region.



From outsider to leader



Customers particularly value Škoda's attractive price-value proposition, practicality, reliability, safety, and design. The brand continually invests in future growth. Besides traditional combustion engine models like the best-selling Octavia, Škoda has also made significant inroads into electromobility. For instance, in April year, the new Elroq became Europe's best-selling electric car.

Serving and protecting

On Czech roads, Škoda vehicles in police or other emergency service liveries are a common sight. Their quality, durability, spaciousness, and driving characteristics are also appreciated in various parts of the world.

Among Škoda's regular clients is the United Kingdom, where police-liveried Škoda cars – particularly the Octavia, Superb, and Kodiaq models – are frequently seen. Even the fully electric Enyaq can be spotted bearing the colours of British police forces. Hundreds more Škoda vehicles have been acquired by police services in France, Austria, Spain, Bulgaria, and Finland. In Italy, Škoda police cars come with distinctive liveries as well as special equipment compartments located between the front seats.



But let's look beyond Europe: In Armenia, Georgia, or Israel, law enforcement personnel rely on vehicles from Mladá Boleslav. Still not far enough? Let's travel all the way to the southern hemisphere, where Western Australia's highway police operate a fleet of 55 Škoda Superb cars. Here, too, it's wise to ease off the accelerator rather than challenge a Superb 4×4 boasting 280 horsepower. In New Zealand, police have chosen the Superb Combi, renewing their fleet at a rate of around 500 vehicles per year over the past four years.



Did you know ...



... the first Škoda service vehicle likely used for the public good was a Laurin & Klement Voiturette Type C from 1906, modified with an extended wheelbase to transport up to four stretchers?

Škoda understands the world



Tastes differ – in cars as much as in cuisine. If a brand wants to achieve genuine global importance, it must be capable of bringing vehicles to market that are specifically **adapted to the unique conditions of particular countries and cultures.**

Historically, the Mladá Boleslav carmaker has never shied away from creating special variants designed for exotic and distant markets. Among these lesser-known yet historically fascinating models are the Trekka, Kamyonet, and Skopak. Haven't heard of them? Let's introduce them to you.

The **Trekka** originated in New Zealand in 1966 as a light off-road vehicle, with local production continuing until 1973. Its robust and reliable foundation was provided by the chassis of the contemporary Octavia, while the rest of the vehicle was designed by Josef Velebný in collaboration with Phil Andrews, Škoda's local importer. Of the approximately 3,000 units produced, many ended up on roads in Fiji and Australia.

Another specialised model from around the same era was the **Škoda 1202 Kamyonet**. Its story takes us to Turkey, where significant legislative changes in 1966 dramatically increased duties on imported complete vehicles to support local industry. This led local manufacturers to develop a vehicle based on the Škoda 1202, tailored to local conditions and requirements. Between 1971 and 1982, around ten thousand boxy pick-ups featuring tried-and-tested Mladá Boleslav technology were produced.

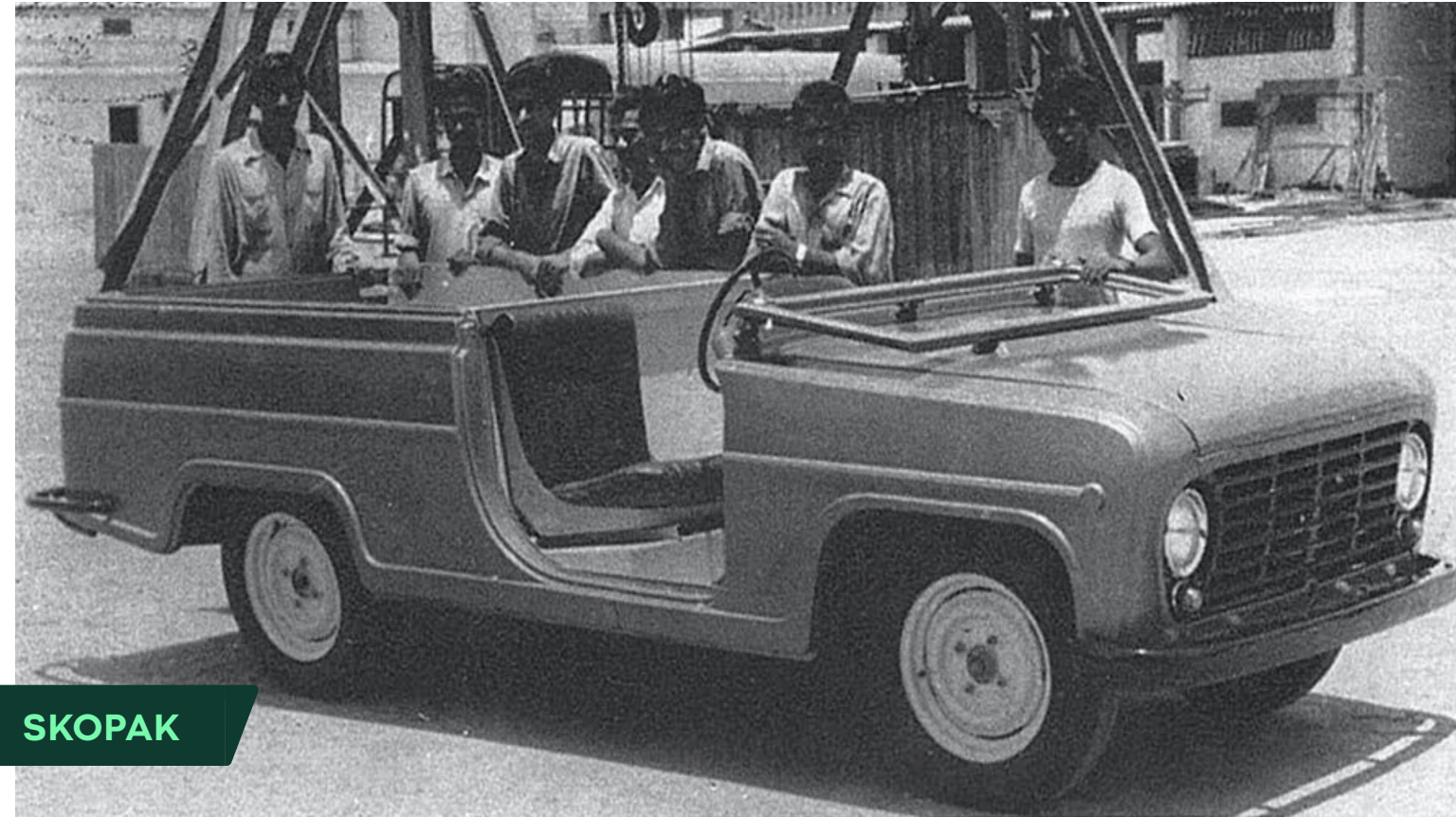


TREKKA

The Skopak was also created for demanding conditions, further demonstrating the resilience and versatility of Škoda's engineering base. A portmanteau of 'Škoda' and 'Pakistan', the **Skopak** again highlighted Czech designer Josef Velebný's expertise. Initially, importing complete Trekkas was considered due to tough climatic and environmental conditions, but ultimately the local manufacturer chose to develop a distinctive model using the chassis and drivetrain from the Octavia Combi. Around 1,400 units were made.

Škoda has continued to respond flexibly to specific requirements from foreign markets in later years as well. A notable example is the Škoda Super Estelle – a British version of the classic '120' – which the British importer had modified directly at the parent plant to enhance its appeal to UK customers. Produced between 1978 and 1984, the Super Estelle featured alloy wheels, distinctive bumpers, different wing mirrors, a sunroof, a cassette player, and tinted windows. International markets presented not only technical and engineering challenges but also marketing hurdles. For instance, in France, the Škoda 105 had to be marketed as the Škoda 1050 due to a dispute with a local competitor over protected naming rights.

Even in recent history, the Mladá Boleslav-based company has produced localized models completely different from its Czech or European offerings. This is currently most evident in India, where models such as the **Kushaq**, **Slavia**, and **Kylaq** have proved highly popular. These vehicles are designed and tuned to cope with challenging operating conditions and are tailormade for the needs and expectations of the customers there, for example with regards to their aesthetic preferences. Special variants have also been designed for the Chinese market, including the extended-wheelbase Octavia Pro and the coupé-style SUVs Kamiq GT and Kodiaq GT.



SKOPAK



KAMYONET



KAMIQ GT



KUSHAQ



Enthusiasts and museums

Škoda fans and museums around the world

Škoda has fans around the world, and some devote their entire lives to the brand. Collections, clubs, and even small museums dedicated to Škoda can be found in places you might never expect. Škoda vehicles have also found their way into the garages of many famous personalities – from models to comedians. Notably, Miss America 1957, Charlotte Sheffield, famously associated herself with the elegant Škoda 450 convertible, the predecessor of the iconic Felicia. Her presence at the Škoda stand during the 1957 London Motor Show caused quite a stir and undoubtedly helped export more than 400 of these cars to the USA.

Former British Ambassador to the Czech Republic Jane Thompson also fell for the charms of historic cars. Shortly after taking office in 2013, she purchased a pale-blue 1968 Škoda 1000 MB, extensively using it for travel between 2014 and 2018. Quite uniquely, the car even featured diplomatic licence plates. Numerous other well-known figures have taken Škoda steering wheels in their hands. In 1991, Czech ice hockey legend Jaromír Jágr drove a Škoda Favorit, and British actor and comedian Rowan Atkinson (well known for his role as Mr Bean) was spotted getting into his Škoda Superb. Almost legendary now is the appearance of a Škoda Yeti on the world-famous show Top Gear, where charismatic presenter Jeremy Clarkson literally put it through a trial by fire, even landing a helicopter on its roof.

Škoda has a global fan base and dedicated clubs focusing on particular models exist not only throughout Europe but also in more distant countries such as India (Škoda Fan Club – India) and Colombia (Amigos del Club Škoda Colombia).

Remarkable Škoda museums

In addition to the Škoda Museum in Mladá Boleslav and various regional Czech collections, museums dedicated to Škoda's history exist around the world:

Slovakia: Škoda Classic Cars Museum

Located in Trenčín, this small yet exceptionally valuable collection is a delight for any classic-car enthusiast. The museum focuses on vehicles produced between 1929 and 1951, notably featuring the legendary Popular model line. Its crown jewel is a Škoda Popular Sport Special – one of only two surviving examples worldwide.



Germany: 1. Deutsches Škoda Museum

In the village of Stiebritz, nestled between Leipzig and Erfurt, a family-run museum houses around fifty historic Škoda vehicles. The oldest is a Škoda Popular from 1938, while the newest is a Škoda Favorit from 1992. A true rarity here is a Škoda Garde Cabriolet by Heinze, one of only three ever made.



Denmark: Škoda Museum Danmark

In the charming surroundings of traditional Danish architecture, a Škoda dealer has established a dedicated museum. Located in Glamsbjerg near Odense, its oldest exhibit is also a Škoda Popular from 1937. Škoda has historically enjoyed a good reputation in Denmark, where an official Škoda club has been active since 1974.



Australia: Škoda and Tatra Museum

About 200 kilometres west of Sydney lies the small town of Oberon, home to a modest museum operated by a passionate group dedicated to Czechoslovak automotive marques. Founded as recently as 2019, the collection might showcase only individual examples of Škoda's history rather than a comprehensive thematic display; nonetheless, it adds another significant marker to Škoda's global presence.



1925–1945: The inter-war period and nationalisation



Did you know ...



...Škoda has continuously been the best-selling automotive brand on the Czech market since 1936, when it achieved a market share of 27.1%.

The inter-war years were turbulent times for Škoda's automobile production. On one hand, the company – backed by the robust financial strength of its parent, the Škoda Works in Plzeň – experienced significant growth. This was reflected in the construction of new factory halls designed for state-of-the-art assembly-line production, a global trend that reduced car prices even in inter-war Czechoslovakia. On the other hand, the global economic depression of the 1930s directly affected industry and automobile sales. Adding to these challenges were the departures of Škoda's founding fathers: Václav Laurin passed away in December 1930, followed by Václav Klement in August 1938. By the end of the decade, dark clouds had gathered over Europe, culminating in a military conflict on a scale unprecedented at the time.

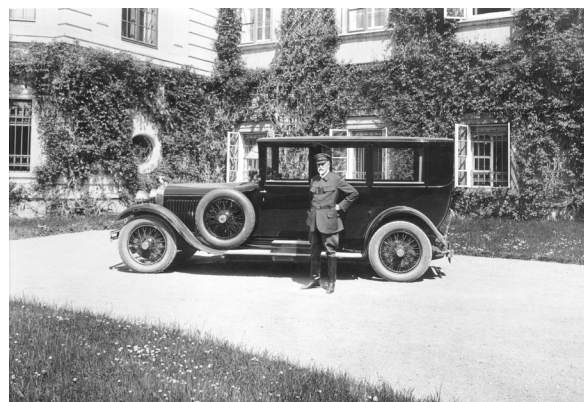
Škoda adeptly confronted these challenges, perhaps shaping the rapid and effective decision-making abilities that still characterise the company today. Strategic flexibility was aided by the separation of Škoda's automobile division from its parent company. In 1930, the Mladá Boleslav plant became part of the newly formed Automotive Industry Joint Stock Company (ASAP). However, this autonomy was short-lived, as the Second World War quickly reoriented Škoda's production. After the war, Škoda – along with the rest of Czechoslovak industry – was nationalised.



1926

ŠKODA HISPANO-SUIZA FOR T. G. MASARYK

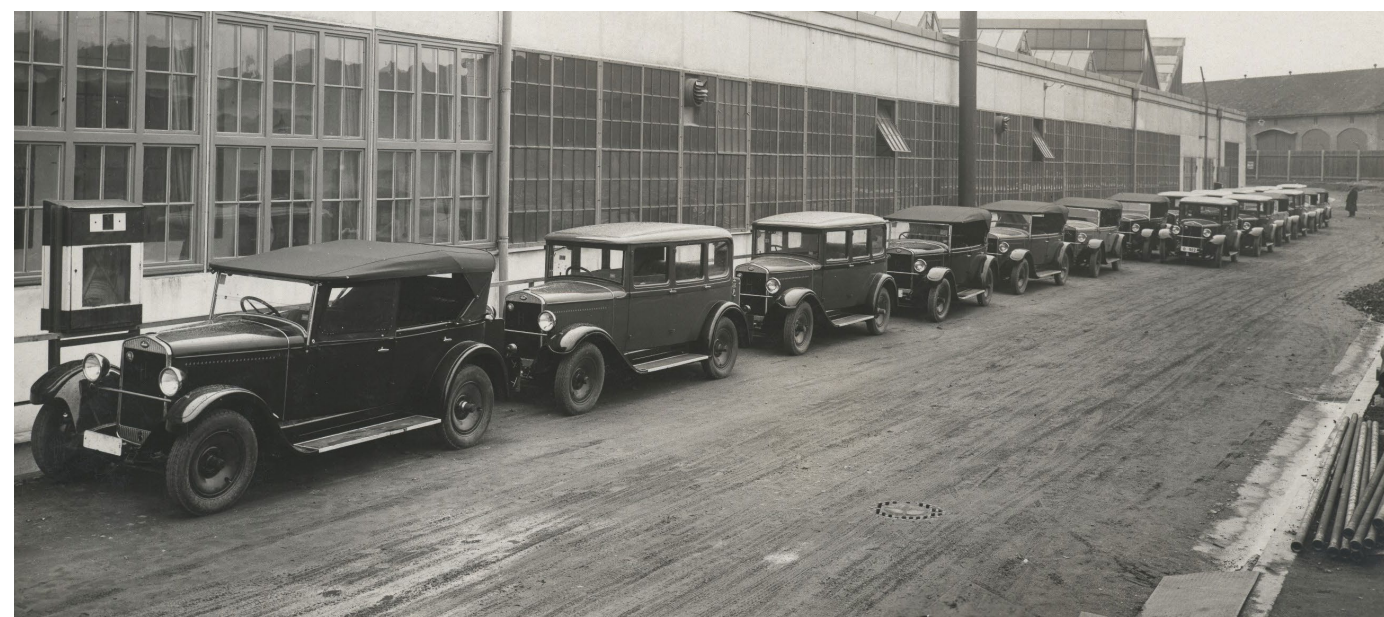
Between 1926 and 1929, under licence from the renowned Franco-Spanish company Hispano-Suiza, Škoda produced a series of 100 luxury limousines measuring 5.5 metres in length and powered by a 6.6-litre inline six-cylinder engine. The very first example was delivered to the Office of the President of Czechoslovakia and was used by President Tomáš Garrigue Masaryk until 1936.



1929

ASSEMBLY-LINE PRODUCTION IN NEW FACTORIES

Following the completion of a new body shop and the mechanical hall, Škoda began state-of-the-art assembly-line production in Mladá Boleslav at the end of 1928. Operating in three shifts, the plant had a production capacity of up to 85 vehicles a day.



1930

AUTOMOTIVE DIVISION GAINS INDEPENDENCE

On 1 January 1930, the automotive division separated from the Škoda Works in Plzeň, becoming an independent entity known as the Automotive Industry Joint Stock Company (ASAP). Ing. Karel Hrdlička became director of the Mladá Boleslav plant, which at that time employed 3,750 workers and 500 office staff.



1934

THE AFFORDABLE ŠKODA 418 POPULAR

In response to the economic depression and growing demand for economical, reliable, and affordable vehicles, Škoda introduced the Popular at the Prague Motor Show on 7 April. Powered by a 903 cc, 18 hp four-cylinder engine, the vehicle featured a lightweight backbone chassis robust enough to ensure comfort and solid handling even on poor roads. Rightly regarded as crucial to Škoda's subsequent model offensive, the Popular paved the way for more sophisticated models such as the Škoda 420 Rapid, the representative Superb from October 1936, and the slightly smaller Favorit.



1939

MILITARY PRODUCTION REPLACES CARS

The extremely challenging period following the Munich Agreement in 1938 and the occupation of Czechoslovakia in March 1939 also affected Škoda's Mladá Boleslav plant. Production quickly transitioned from civilian vehicles to wartime manufacturing, including ammunition casings, aircraft wings, and various automotive components for vehicles of other brands.



1945

NATIONALISATION AND PLANNED ECONOMY

The euphoria at the end of the Second World War soon gave way to the harsh realities of rebuilding a devastated country. Economic reforms, centralised planning, and the subsequent two-year plan led to mass nationalisation across Czechoslovakia, which inevitably affected the factories in Mladá Boleslav. By the year-end, the Ministry of Industry had restructured automotive production throughout the country, and the Škoda 1101 began rolling off the assembly lines.

100 000



In 1930, this was the number of cars registrated in Czechoslovakia. Laurin & Klement and Škoda vehicles accounted for 26% of all passenger cars nationwide back then, reflecting a motorisation rate of one car per 147 inhabitants.

Long-distance journeys

The daring 'mile-eaters'

In the 1930s, Škoda vehicles attracted considerable attention through challenging long-distance expeditions, repeatedly proving their technical excellence, comfort, and remarkable reliability under demanding conditions – whether crossing deserts, pampas, or rainforests. Four-cylinder Škoda Popular and Rapid models criss-crossed Europe, Asia, America, and Africa, with one notable highlight being a journey around the world in just 97 days. No wonder the record-breakers behind the wheel earned the nickname 'mile-eaters'!



Around the world in 97 days

On 1 August 1936, a dark-blue Škoda Rapid semi-convertible successfully returned from an impressive adventure. Compared to the standard model, the expedition vehicle - reportedly maintaining its standard 31-horsepower (26 kW) output - was modified primarily with oversized off-road tyres, dual fuel tanks (48 + 60 litres), additional batteries and horns, fog lamps, a radio receiver, and a redundant ignition system with a Scintilla Vertex magneto. A sleeping modification allowed the two-man crew to drive nonstop. The expedition's organiser and leader was Prague entrepreneur and traveller Břetislav Jan Procházka. His friend Jindřich Kubias, co-owner of a sausage-making firm from Vamberk in eastern Bohemia, served as the second driver, navigator, and sponsor.

The Škoda Rapid departed from Prague on 25 April 1936, journeying through Germany, Poland, Lithuania, and Latvia into the Soviet Union. The trip was complicated by navigational challenges and demanding terrain, yet the crew managed to cover 3,260 km within seven days and nights. Stops along the route – Moscow, Tula, Kharkov, Rostov, Derbent, and Baku – included the Russian city of Kaluga. After crossing the Caspian Sea by ship, the crew drove through Iran, where the semi-convertible successfully weathered sandstorms. The route from Quetta through Delhi to Bombay required continuous driving for three days. From India, they sailed to Sri Lanka, then continued through Malaysia and Singapore, sailing onward via Hong Kong and Shanghai to Kobe in Japan, and following a layover, finally travelled to Honolulu. After the first technical inspection at a Škoda service centre in Tehran, the vehicle did not undergo another professional check until San Francisco. The final leg involved a coast-to-coast dash from the west to the east coast of the USA, from San Francisco through Salt Lake City, Omaha, Chicago, and Pittsburgh to New York. The Rapid covered the 5,300 km stretch – including all stops – in 100 hours and 55 minutes. From the French port of Cherbourg, the Škoda passed through Paris and Nuremberg before returning to Prague exactly 97 days after departure, having travelled 27,700 km with an average fuel consumption of 10.2 litres per 100 km.





Olympic journey to the Arctic Circle

Did you know the tradition of alternating Olympic Games every two years is relatively recent? Until 1924, only the Summer Olympics existed; it was that year when the Winter Games were introduced.

As part of promotional activities, an Olympic Star Rally to Berlin was organised, and among its participants were four young Czechs. The main figure was 23-year-old law student Vladimír Štůla. He was joined in the silver-grey Škoda Rapid saloon by Bohumír Pokorný (the expedition's treasurer, photographer, and tailor), Bohumil Zahradník (accommodation organiser and printer), and Ladislav Týra (navigator, mechanic, and cameraman). With financial support from Škoda, they set out northward on 25 June 1936, receiving 20,000 crowns - about two-thirds the price of a new Rapid.

At that time, popular star rallies encouraged competitors to choose a starting point as far away from the finish line as possible – not just any location, but one selected from an official list. On 12 July 1936, the Rapid reached its northernmost point, the Finnish (now Russian) port of Liinahamari on the shores of the Arctic Ocean. The car reportedly covered the final 868 kilometres of the 'Great Arctic Road' in one continuous drive.

After a day of rest, the friends turned southward again, officially joining the star rally at the town of Tornio on the Swedish-Finnish border. Their route led them to Helsinki, where they sailed across to the Estonian coast and travelled through Latvia and Lithuania before reaching the German border at that time. At Königsberg (now Kaliningrad in Russia), they completed their first official checkpoint. En route to Berlin, they collected stamps at six further checkpoints, each separated by at least 250 kilometres.

Approaching the German capital, the 16-inch diagonal tyres of their Škoda Rapid, capable of reaching 100 km/h in standard trim, rolled along the famous Avus racetrack, a section of the road to Potsdam. Later, the Olympic marathon followed the same route. The crew learned of the rally results only after reaching Prague, a day after crossing the finish line: they had achieved second place, behind a German crew starting from Athens. However, on 3 August, when Vladimír Štůla attended the official ceremony in Berlin, he was astonished to receive the gold medal and silver trophy awarded to the actual winners of the competition, which featured 160 cars representing 22 nations.

Chasing records

Constantly pushing boundaries is deeply rooted in Škoda's DNA. This is demonstrated by numerous successful record-breaking attempts, setting new benchmarks for others, as well as by original, even seemingly crazy ideas – some of which have found their way into the Guinness World Records.

Did you know ...



...thanks to its partnership with the Ice Hockey World Championship, Škoda is listed in the Guinness World Records for the longest-running main sponsorship in the history of any world championship? In May this year, Škoda was the main sponsor of this prestigious international sporting event for the 32nd time.



1908

118.72 km/h at Brooklands

To prove the quality of Mladá Boleslav vehicles to demanding British customers, a determined group led by Václav Klement headed to the Brooklands racetrack. After several attempts and replacing Alexander 'Saša' Kolowrat with the lighter driver Otto Hieronimus, the Laurin & Klement FCS achieved an average speed of 118.72 km/h over one mile – a new speed record in the class of four-cylinder engines with a bore up to 86 mm.



2011

Fastest Škoda ever on the Bonneville Salt Flats

The fascinating pursuit of top speed is an endless process, with ever-new ways emerging to surpass existing records. This was exactly the thinking of Škoda's British importer when it took a radically modified Octavia RS to the Bonneville Salt Flats in Utah. Its finely tuned, two-litre TFSI engine delivered an impressive 550 horsepower, ultimately achieving a maximum speed of 365.450 km/h. The vehicle rightfully earned the title of 'Fastest Škoda Ever'.



2018

Catching an arrow at 215 km/h?

In theory, it seems straightforward: Austrian Olympic archer Laurence Baldauff shoots an arrow towards a target 70 metres away, while martial arts trainer Markus Haas **catches it mid-flight** from the sunroof of a Škoda Octavia RS with his bare hand. The catch: the 68 cm-long arrow travelled at 215 km/h, giving Markus only about half a second to catch it! This synchronised performance of human skill and cutting-edge automotive technology succeeded brilliantly.



2018

Fastest SUV in 'Green Hell'

The Nordschleife, the northern loop of the iconic Nürburgring racetrack known as **Green Hell**, is usually reserved exclusively for sports cars. Nevertheless, the first generation Škoda Kodiaq RS 2.0 TDI, boasting 239 horsepower and driven by the Queen of the Ring herself, Sabine Schmitz, took up the challenge. The goal? To set a record on the 21-kilometre circuit. With a lap time of 9 minutes, 29.84 seconds, the mission was accomplished: the Kodiaq RS became the fastest seven-seater SUV on the Nordschleife.



2023

World's longest drift

During a single attempt, the Škoda Enyaq RS secured two entries in the Guinness World Records. On the frozen Swedish lake Stortjärnen, the car from Mladá Boleslav set a record for the **longest continuous drift** on ice, covering a distance of 7.351 km, and simultaneously claimed a record in the electric vehicle category. In challenging winter conditions, the record run lasted 15 minutes and 58 seconds, with the car completing 39 laps of the oval track. It reached a maximum speed of 48.69 km/h, slowing to a minimum of 31.64 km/h at its slowest point.

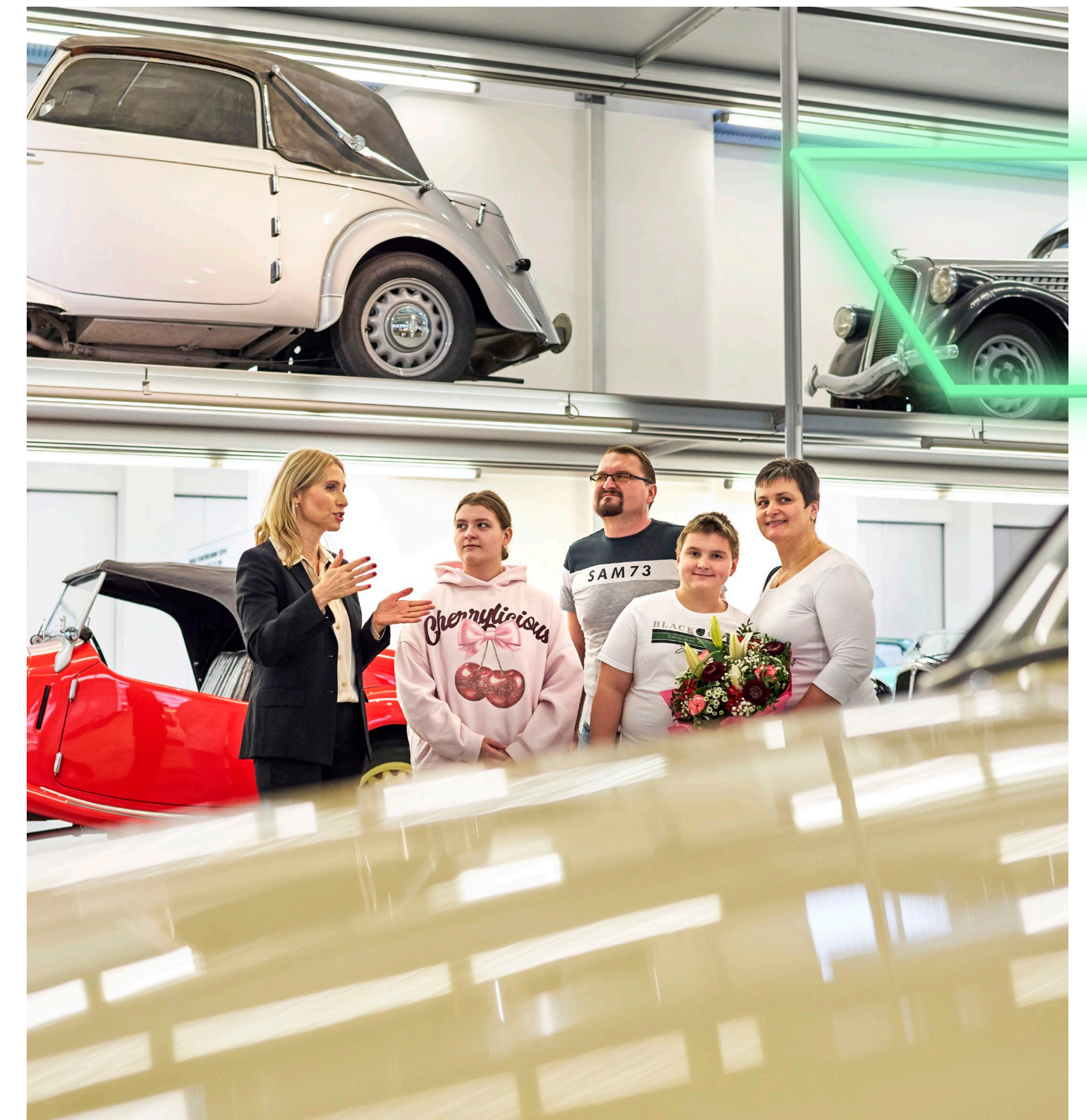
Škoda Muzeum

The world of the Škoda Museum

Efforts to build collections documenting the development of the Škoda brand date back to the 1960s, but the museum's modern era began in 1995. To celebrate the centenary of Laurin & Klement's founding, the modern Škoda Museum was opened in the historical factory buildings. It underwent a complete renovation 17 years later, and since then, it has continued to attract growing visitor numbers – welcoming its four-millionth visitor in February 2025!

Last year alone, the museum's fascinating exhibitions attracted 212,461 automotive history enthusiasts, representing a year-on-year increase of over 5%. International visitors consistently make up more than half of the total, prompting the museum to provide permanent and temporary exhibitions in Czech, English, and German.

From mid-May 2025 until 11 January 2026, visitors can explore a comprehensive exhibition highlighting major milestones and intriguing facts from the brand's 130-year history. Alongside informative panels, around thirty cars on display, and an interactive map detailing the development of the main plant, the exhibition will also offer an overview of 125 years of engine design and manufacturing in Mladá Boleslav.



Did you know ...



... Škoda employees still affectionately call the museum building 'Bronzák'? This is because the building was originally constructed before the First World War for manufacturing Brons-system diesel engines. In the early 1950s, it was used to produce moulds for Škoda's first all-metal car bodies, and now this authentic space houses the Škoda Museum.

130
YEARS

Celebrating 130 years of rich history, innovative approaches and a vision for the future of the company.

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