

## Škoda Vision O: First concept car silhouettes give a glimpse of the brand's future in the estate segment

- › **Concept represents the consistent evolution of the Modern Solid design language**
- › **In its 130th anniversary year, Škoda Auto gives an outlook on upcoming models in its long-time leading estate segment**
- › **The world premiere of the Škoda Vision O will take place in Munich this September**

**Mladá Boleslav, 31 July 2025 – Škoda reveals first details of the Vision O concept car due to premiere in Munich in early September. The study will give an outlook on the brand's future in the estate segment and is marking an evolution of the Modern Solid design language. At the same time, the Vision O is reflecting Škoda's 130-year tradition and underlines the company's commitment to sustainable innovation.**

**Klaus Zellmer, CEO of Škoda Auto, has stated** "The Škoda Vision O design study will highlight the future trajectory of estate models under the influence of new technologies, sustainability, and the deep experience of Škoda Auto in this segment. This will be one of our most significant steps in developing and evolving our design language even further for this period of transition in the automotive industry. It will position us to remain a major player in the estate segment, where Škoda Auto has been engaged since the 1920s. We are excited to present this concept to the world in early September 2025, marking a new era for Škoda Auto. Stay tuned for further information which will be released in advance of the Škoda Vision O world premiere".

### **The Vision O study presents a consistent evolution of the Modern Solid design language**

At first sight, the estate concept features a sleek, distinctive silhouette. The design is predominantly shaped by the light contours, the aerodynamic body, the steeply raked windscreen and the gently sloping roof typical of Škoda estate models. The model designation "Vision O" is derived from the concept of circularity. This holistic approach to recycling and reusing components, minimises the environmental impact of vehicle development and production. Furthermore, the concept is also characterized by the combination of functionality and user experience.

**130 years of Škoda's rich history are accompanied by successful and innovative estate models**

The Vision O concept continues the manufacturer's legacy of estate cars, encompassing models such as the historical L&K 110, known for its variable body options. The most successful is the Škoda Octavia estate, first introduced in 1960. Modern versions of the Škoda Octavia estate have already surpassed the milestone of more than 3 million units produced in four generations since 1998, making it also the best-selling estate model in Škoda history. First launched in 2008 with the second-modern-generation Superb, the Škoda Superb estate is also highly popular. Other well-liked Škoda estate models include the Škoda 1101 Tudor Station Wagon (STW) with a folding rear seat, as well as the Škoda 1200/1201/1202 model family.

The Škoda Vision O design concept will be presented in Munich at the beginning of September 2025.

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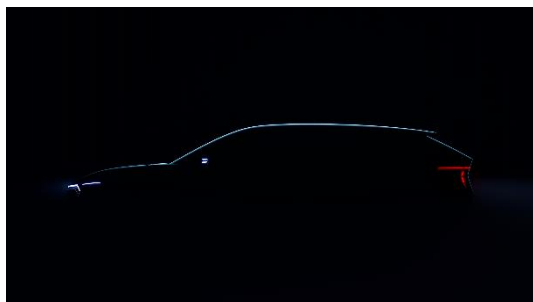
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[anezka.boudna@skoda-auto.cz](mailto:anezka.boudna@skoda-auto.cz)**Media image and video****Škoda Auto presents Vision O**

The new Škoda Vision O design concept reveals the outlines of the lights, an aerodynamically shaped station wagon-type body, a beveled windshield and a gently sloping roof.

Source: Škoda Auto



**Video: Škoda Auto presents Vision O**

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Source: Škoda Auto

**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.