

Škoda Auto strengthens its involvement in cycling as an official partner of the UCI Mountain Bike World Championships

- › **Going off-road:** For the first time, the carmaker is an official partner of the 2025 UCI Mountain Bike World Championships, organised by Union Cycliste Internationale (UCI)
- › **Varied disciplines:** From 30 August to 14 September in Switzerland's Valais canton, 27 UCI World Championship titles will be awarded across events, including cross-country Olympic
- › **At the heart of the action:** Škoda will provide 13 electrified vehicles and is preparing a range of on-site and online fan activities
- › **Brand visibility:** An expected audience of several million viewers will increase awareness of the Škoda brand

Mladá Boleslav, 29 August 2025 – Škoda Auto is an official partner of the UCI Mountain Bike World Championships for the first time this year. The flagship multi-discipline mountain bike event runs from 30 August to 14 September across seven venues in the Swiss canton of Valais. Over the two weeks, a total of 27 UCI World Championship titles will be awarded. Škoda Auto is supplying the organising team with 13 electrified vehicles and will be designing the 'hot seat' for the leaders of the downhill races. Škoda models will be showcased along the course and in the fan zones. Up to 100,000 fans are expected to attend, with several million viewers following the events via live broadcasts. In line with its long-standing support for cycling, Škoda's partnership with the UCI underpins its ambition to become the top brand for active and functionally-oriented customers both in its European home base and the fastest growing international markets. Škoda Auto will also cover the event on its WeLoveCycling.com platform, featuring engaging content and competitions with attractive prizes for mountain-bike fans.

Martin Jahn, Škoda Auto Board Member for Sales and Marketing, comments: "Cycling has been part of Škoda's story for 130 years and it's still a core part of our DNA today. We've proudly supported the sport for more than two decades – not just at the biggest international races, but also for the everyday riders who love getting out on their bikes. Partnering with the UCI Mountain Bike World Championships is reinforcing our commitment to become the top brand for active and functionally-oriented customers. It connects us with people who value freedom, exploration and practical solutions, and see cycling as a natural part of their lifestyle."

2025 UCI Mountain Bike World Championships showcase seven disciplines

The 2025 UCI Mountain Bike World Championships will take place this year in an entirely new format, bringing multiple formats together in a single two-week event: cross-country Olympic, cross-country short track, cross-country marathon, e-mountain bike cross-country, downhill, enduro & e-enduro, and pump track. In total, 27 UCI World Championship titles will be awarded.

The championship opens with an inaugural weekend in the Alpine city of Sion, promising a thrilling atmosphere with a spectacular downhill showcase and a world-record attempt. The opening show will also feature unique artistic performances. Given the breadth of disciplines, the races will be held at six further locations, including the well-known resorts of Zermatt and Crans-Montana. Up to 100,000 fans are expected to attend.

Škoda's debut will engage fans on location and viewers at home

The new Škoda Enyaq as well as the Kodiaq will be prominently shown at selected venues and along the course of downhill and cross-country tracks. At the same time, the new Enyaq will join the Elroq as display vehicles in the expo area. Fans with access to the Škoda hospitality area can look forward to outdoor- and mountain-bike-themed experiences, such as trying out roof tents on Škoda vehicles and taking test rides on bicycles from the Czech brand.

Another highlight for spectators will be the 'hot seat' for the current downhill leader, finished in Škoda livery. Škoda Auto will also run competitions for mountain-bike fans on its [WeLoveCycling.com](https://www.welovecycling.com) platform, offering the chance to win a range of prizes, including a specialised Škoda carbon gravel bike and VIP tickets to the Škoda hospitality area at the championships.

Škoda Auto's broad support for cycling now includes gravel

In May this year, Škoda announced it will be partnering with [two flagship UCI events for the next two seasons](#): alongside the UCI Mountain Bike World Championships, the UCI Gravel World Championships, which take place in October in the Dutch province of Limburg.

The Czech automaker's history is closely linked to bicycles. In 1895, Václav Laurin and Václav Klement – Škoda Auto's founders – started with a bicycle factory in Mladá Boleslav. Cycling is one of the main pillars of Škoda Auto's sponsorship activities, including world-renowned road events. Chief among these are the Tour de France and the Vuelta a España stage races. The carmaker also [extended its partnership with organiser A.S.O.](#) last year through to 2028, under an agreement that includes organisational support for a number of men's and women's competitions each year. Škoda also sponsors the women's races Tour de France Femmes avec Zwift and La Vuelta Femenina, as well as La Flèche Wallonne and the revived Peace Race.

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Media images



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Škoda Auto will provide the organising team with 13 electrified vehicles and will also design the 'hot seat' for the downhill races.

Source: UCI



Video: Škoda Auto strengthens its involvement in cycling as an official partner of the UCI Mountain Bike World Championships

Škoda Auto teaser video for the start of the UCI Mountain Bike World Championships.

Source: Škoda Auto

Škoda Auto

- › is successfully steering through the new decade with the Next Level Škoda Strategy;
- › aims to become one of the top three best-selling brands in Europe by the end of the decade by offering its customers the best of both worlds through a range of attractive BEV, hybrid & ICE products;
- › effectively exploits the potential in important growth markets such as India, Vietnam and the ASEAN region;
- › currently offers customers 12 passenger car model ranges: Fabia, Scala, Octavia, Superb, Kamiq, Karoq, Kodiaq, Elroq, Enyaq, Slavia, Kylaq and Kushaq;
- › delivered more than 926,000 vehicles to customers worldwide in 2024;
- › 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;
- › independently develops and produces components such as MEB battery systems, engines and transmissions for other Volkswagen 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;
- › employs around 40,000 people worldwide and is active in almost 100 markets.