

Škoda Vision O: Electrified future estate with the next generation of the Modern Solid design language

- › Building on Škoda's estate segment leadership in Europe, the Vision O concept presents the brand's electrified future and the evolved Modern Solid design language
- › Following Škoda's customer first approach, Vision O is the first concept car that was developed thinking inside out – entirely from the customer's perspective
- › Featuring a completely redesigned interior, Vision O provides a minimalist design and holistic, intuitive in-car experience: a new Horizon Display for both front passengers, Bio-Adaptive Lightning, 650l of luggage capacity and AI-driven personal assistant
- › Prioritising sustainability, Vision 'O' follows circular economy principles, minimizing its environmental impact by integrating renewable materials and recycled components
- › Taking the exterior design to the next level, Vision O generates an even more robust look with a completely new Tech-loop face mask, and is aerodynamically optimized for driving significant distances – also with advanced autonomous driving technology

Mladá Boleslav, September 8, 2025 – Fully prepared for the electrified future of Škoda's estate models: Building on its rich heritage and European leadership in the Combi segment, the Škoda Vision O delivers a bold statement, showcasing the next generation of Škoda's Modern Solid design language. It is the brand's first concept car developed thinking inside out, following its customer-first approach. The new minimalist interior of the Vision O incorporates innovative technologies, enhancing comfort and usability. It features advanced autonomous driving capabilities, smart AI solutions, and prioritizes sustainability through the integration of renewable materials and following circular economy principles. From the outside, the evolution of Škoda's Modern Solid design language generates an even more robust look with a completely new Tech-loop face mask. Its minimalist design provides maximum efficiency through optimized aerodynamics. The production vehicle of Vision O, based on a future platform of Volkswagen Group, is planned for the next decade.

Klaus Zellmer, CEO of Škoda Auto, has stated: "At Škoda, our commitment to our customers - who have trusted us as leaders in the estate segment since 2016 - drives us to deliver the Vision O: a blend of innovative design, over 650 Liters of luggage space, autonomous driving capabilities, and an intuitive AI assistant. This vehicle transforms every journey into an effortless, empowering experience while advancing our sustainability goals and elevating our 'modern solid' design principles."

The electrified future of Škoda's long-standing Combi heritage

As the estate segment leader in Europe since 2016, driven by the success of Octavia and Superb Combi, Škoda introduced the future outlook of its long-standing Combi heritage, incorporating the next generation of its Modern Solid design language. Vision O exemplifies Škoda's customer-first approach in car design, developed entirely from the customer's perspective. This design is bold, authentic, and practical, enhancing the user experience with smart AI solutions, clever features, and a functional interior. The holistic design approach covers all aspects of the car, from the user interface and interior to the exterior, connectivity, and sound, providing a multi-sensory experience that enhances overall comfort and driving pleasure.

Customer experience is at the heart of the design

Exemplifying Škoda's customer-first approach, the Vision O provides a completely new interior concept. It is characterized by a minimalist design, emphasizing maximum practicality, simplicity, and spaciousness with more than 650 litres of luggage capacity. A redesigned and intuitively steerable customer-centric HMI architecture features a customizable Horizon Display for both front passengers. By integrating new AI features, Laura becomes a personal assistant, guiding passengers on their journey by sharing helpful information on surroundings. The new Škoda Bio-Adaptive Lighting automatically adapts interior ambient lighting to natural light cycles, creating a comfortable environment. Following Škoda's Simply Clever philosophy, Vision O also provides that little bit extra with new features such as a portable speaker or a fully integrated fridge.

A holistic approach to sustainability

The name Vision O is derived from the concept of circularity and stands for designing, producing, using, and ultimately recycling the car in a sustainable way to minimize the environmental impact throughout the entire lifecycle. Vision O also demonstrates how circular materials, such as plant-based products, can be used without compromising on quality or aesthetics. Škoda Auto thinks beyond the life cycle of materials, implementing waste-free production methods and the reuse of by-products, which are recycled and repurposed.

Next generation of Modern Solid improves aerodynamics

The exterior of Vision O is characterized by clean, simple lines. Its minimalist design provides maximum efficiency through optimized aerodynamics, enabling a longer range – even over significant distances. The evolution of Škoda's Modern Solid design language generates an even more robust look with a completely new Tech-loop face mask. Vision O will also offer advanced autonomous driving technology, where the vehicle can handle all driving tasks under specific conditions.

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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.