

Mladá Boleslav, September 8, 2025

## Press Kit - World premiere of the Vision O concept

### Contents

<u><b>INTRODUCTION</b></u>	2
<u><b>INTERIOR</b></u>	4
<u><b>TECHNOLOGY AND CONNECTIVITY</b></u>	6
<u><b>CIRCULARITY</b></u>	8
<u><b>EXTERIOR</b></u>	10
<u><b>HISTORY</b></u>	12

## 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.

## Interior: New customer-centric interior concept developed from inside out

- › The interior of the Škoda Vision O reflects the next generation of the Modern Solid design language, emphasizing robustness, functionality and authenticity
- › Redesigned interior concept from the customer's perspective with an intuitively steerable HMI architecture, including the new Škoda Horizon Display
- › Material and colour concept supports the evolution of the brand's design language with achromatic aesthetics and features the new Škoda Bio-Adaptive Lighting
- › More than 650 litres of luggage capacity and new Simply Clever features, including a portable Bluetooth speaker and a fully integrated fridge

Mladá Boleslav, September 8, 2025 – The interior of the Škoda Vision O strongly reflects the new generation of the Modern Solid design language. The vehicle was developed from the inside out – entirely from the customer's perspective - to ensure that every aspect of the interior meets the highest standards of comfort, usability, and technological integration before shaping the exterior. Thus, the driver's and passengers' experience are prioritized, resulting in a harmonious, intuitive, and functional design that seamlessly integrates with the exterior aesthetics. The completely new architecture of the Vision O interior features a new HMI layout including the new customizable Škoda Horizon Display for both front passengers. It runs across the entire width of the dashboard and is complemented by a vertically oriented central screen. The symmetrical, minimalist design features a centre panel equipped with an intuitively usable dial button that provides haptic feedback for better control. The new Škoda Bio-Adaptive Lighting enhances the serene and sophisticated atmosphere within the cabin.

**Oliver Stefani, Head of Design, has stated:** “We designed the Vision O from the inside out - we built our car on customer experiences. The main experience for us is the simplicity. Today we live in a world of noise and complexity and Vision O brings us back clarity and calmness in design and functionality. It is the next level of our Modern Solid design philosophy.”

### An evolution of Škoda's interior design

The monochromatic aesthetics emphasize the cockpit layout and act as a framework for interacting with the car, ensuring clarity and ease of use. Key interior highlights include a Škoda Horizon Display, offering optimal visibility and intuitively steerable interaction. The new Škoda Bio-Adaptive Lighting adjusts the cabin's shades according to natural light cycles, supporting human biorhythms and creating a powerful, human-centred experience. Combined with the interior's inviting achromatic colour scheme, it creates a relaxing environment that seamlessly frames the user's interaction with the HMI system. The nearly achromatic colour

concept features darker taupe front seats for natural asymmetry, aligning with the Bio-adaptive illumination and digital screen colours for a serene yet bold statement of simplicity.

### **The all-new Škoda Horizon Display**

The horizontal display, which is more than 1.2m long spans the entire dashboard, placing essential information directly in the driver's field of vision and enhancing data perception. This layout creates a sense of spaciousness and an open atmosphere within the cabin. Information is logically collated for easy access, improving usability and minimizing distractions. The contextual home screen allows users to seamlessly switch between different levels of information, improving interaction with the vehicle. The infodimming feature allows users to dynamically adjust the amount of information displayed, ensuring safer and more focused driving tailored to individual preferences. Drivers can control the display using touch controls integrated into the dashboard or a central dial button for quick adjustments.

### **Controls for ease of use and safe driving**

An intuitive control concept is designed for ease of use and safe driving. Steering wheel controls provide quick access to essential functions such as adjusting the volume, changing radio stations, answering phone calls, and activating cruise control. Touch interfaces on the dashboard offer a responsive method for navigating menus and settings. Voice control capabilities further enhance safety by allowing drivers to operate features using voice commands, minimizing distractions. This balanced combination of haptics, touch, and voice controls ensures a seamless and secure interaction with the vehicle.

### **Generous space and new Simply Clever features**

As typical for Škoda in terms of space, the Vision O provides more than 650 litres of luggage capacity (over 1,700 litres with folded seats). Following Škoda's Simply Clever philosophy, Vision O also provides that little bit extra with new features such as a portable Bluetooth speaker and a fully integrated fridge. The concept car also offers, a screen cleaner, and dedicated storage for charging cables in the trunk. Practical magnetic wireless charging pods in the centre console ensure convenient and efficient phone charging for all passengers.

### **Circularity in materials at the first place**

With circularity in materials at the forefront, the evolved Modern Solid design meets future requirements and regulations. Seat covers are made from 100% recycled PES flatknit material, custom knitted for the seat shape with functional decorative elements. The bespoke headrest uses Ultrasint TPU, a flexible, durable, and recyclable mono-material produced in zero-waste production. Ultrasuede NU, used for larger interior parts and seats, has a transparent effect coating for a virtual shimmer, with 65% plant-based content. Nabore recycled leather flooring, made from post-production leather scrap, is another circular material inside the new concept car.

## Technology and Connectivity: Experiencing autonomous driving with an AI-powered assistant

- › Vision O integrates advanced technologies including autonomous driving capabilities and a versatile Tranquil mode, enhancing safety and passenger comfort
- › By integrating new AI features, Laura becomes a personal assistant, guiding passengers on their journey, helping with everyday tasks and enhancing the driving experience
- › Vision O app introduces Škoda's vision of its future mobile ecosystem and the MyŠkoda app already offers now a new AI route planner built with Google Gemini

**Mladá Boleslav, September 8, 2025 – The Vision O incorporates advanced autonomous driving capabilities, demonstrating Škoda's commitment to safety, convenience, and cutting-edge technology. Additional smart features such as the new Tranquil mode enhance the holistic experience. By integrating new AI features, Laura becomes a personal assistant, guiding passengers on their journey by sharing helpful information on surroundings or taking meeting notes. Škoda also introduced the vision of its future mobile ecosystem with the Vision O app, which will be able to work as a personal daily assistant also beyond the car. With the upcoming update of its MyŠkoda app in the coming weeks, the company will already now integrate a new AI route planning for customers.**

### **Autonomous driving and Tranquil mode**

Redefining the driving experience, advanced technologies include autonomous driving capability, allowing the car to manage all driving tasks independently, except challenging conditions like heavy rain and reduced visibility, but still available to steer the car safely off the road if necessary. This ensures safety and reduces the need for the driver's input. Additionally, a versatile Tranquil mode adjusts the seating configuration for comfort or extra space and switches the ambient lighting to match the chosen mode. The seats slide back to reveal additional room for the passenger, creating an ideal environment for relaxing in the car. Tranquil mode also offers a relaxing experience with favourite music, customized lighting, and reduced content on the screens.

### **Laura as a central part of the driving experience**

The AI digital assistant is designed to be a true companion on the way for driver as well as for other passengers. Due to its integration with all assistant and comfort features of the Vision O, Laura is smart and interactive, guiding users through content and offering route suggestions according to the current driving situation and mood of passengers. Laura helps with everyday tasks such as taking notes from meetings, planning dinner, or discussing the surroundings, enhancing the support level while driving. The storytelling mode generates tales on demand for passengers of all ages. Additionally, Laura also powers the new Vision O app, creating an

everyday digital assistant that contextually and proactively enriches the daily experience with a wide range of content beyond vehicle functions. This makes Laura a central part of Škoda's vision for a seamless, intelligent, and user-centric mobility experience.

**Vision O app: Škoda's future mobile ecosystem**

Škoda's future mobile ecosystem Škoda Auto is unveiling a vision of its mobile ecosystem with the Vision O app, a concept designed to complement the Vision O concept car. Among its standout features is the AI-powered Loading Assistant, which helps the driver remotely prepare the vehicle's storage space for transporting large or bulky items. The app also introduces broader personalization options, with a new array of remote functions such as full window tinting for maximum privacy. The Vision O app focuses on enhancing the overall driving experience and vehicle interaction, providing unique features tailored to the Vision O concept car.

**MyŠkoda app: Enhancing route planning with Google Gemini**

Enhancing route planning with Google Gemini In the coming weeks, the MyŠkoda app is about to receive an update to version 8.5, introducing a smart route planner powered by Google Gemini. Laura will enhance route planning with the help of AI by adding charging stops, gas stations, restaurants, or shopping malls – based on the user's preferences. The MyŠkoda app already offers features like remote vehicle access and intelligent route planning, further enhancing the user-centric experience.

## Circularity: Following circular economy principles for sustainable vehicle production

- › The Vision O prioritizes recyclability by featuring a mono-material interior design to simplify recycling processes
- › Integration of leather waste and plant-based components without compromising on quality or aesthetics

Mladá Boleslav, September 8, 2025 – The name Vision O is derived from the concept of circularity. It stands for designing, producing, using, and ultimately recycling the car in a sustainable way to minimize the environmental impact throughout the entire lifecycle – especially by using mono-materials that are easier to recycle and process. This approach also integrates functionality and user experience – demonstrating how circular materials can be used without compromising on quality or aesthetics. Škoda Auto thinks beyond the life cycle of materials, implementing waste-free production methods through careful management of processes and the reuse of by-products, which are recycled and repurposed. Recycled materials come from various sources, including post-production waste and recycled components. For example, Rec PES primarily uses plastic bottles that are collected, cleaned, shredded into small pieces, melted down, and spun into yarns, which are then woven into fabric. This process helps reduce waste and the need for new raw materials, ensuring that nothing is wasted and every material finds its purpose.

**Karsten Schnake, Member of the Board of Management for Procurement, stated:** "For Škoda, it is a clear target to use (recyclable materials and) environmentally friendly products as much as possible. Using recycled and recyclable materials in the Vision O is important, and it's part of a wider effort. We carefully consider how components are sourced, manufactured, packed and transported, as well as people's working conditions and the environment. This is central to responsible supply-chain management – it's about the materials we buy and how they're made and moved. With the Vision O, we've worked on building a closed-loop system that minimizes environmental impact."

### A 3D printed headrest redefining comfort and sustainability

The bespoke headrest was designed deriving from Škoda's mono-material approach, having one material which combines function, comfort, and design. The Ultrasint TPU is flexible, durable, and recyclable, derived from zero-waste production. Škoda aimed for a mono-material headrest, which means decreasing the number of components into one material fulfilling all the requirements for the final product. The biggest requirement was comfort and durability. The final result is a 3D printed structure in a honeycomb shape that gradually opens up from a solid bottom to an airy structure towards the top. The open structure is responsive to pressure, soft as a pillow.



**Custom made seats, tailored for fit and environmental responsibility**

The seat materials used for the Vision O were tailor-made to fit its unique seat shape. Škoda Auto's design department created the material as a flat knit with different structures knitted into a single piece. This design ensures an optimal fit, enhances durability, and fully supports a range of seating configurations. The circular aspects include the use of 100% recycled polyester (rec PES) and a mono-material approach.

**Plant-based materials and recycled leather**

Large parts of the interior, such as the middle console, handrests, dashboard, or steering wheel, are covered with Ultrasuede NU, a material that contains 65% plant-based components. This material has a transparent coating with mica pearl pigments, providing a subtle colour shift. The entire floor of the Vision O is veneered with NABORE, a material made from upcycled leather waste. This innovative use of recycled materials transforms production scraps into a durable and visually appealing interior feature.

## Exterior: Evolution of Škoda's Modern Solid design language creates a more robust look and optimizes aerodynamics

- › Next generation of Škoda's Modern Solid design language with new Tech-loop face mask
- › Aerodynamically optimized design for longer range using cooling vents, airflow channels, hood ventilation, active jalousie, specialized wheels, and recessed door handles
- › Advanced lighting concept with Škoda Cyber Lights, T-shaped rear lights, sliding headlamps, and illuminated Škoda logo
- › Body colour shifts from warm to cool with mica pearl pigments, featuring black accents, tinted windows, and a black roof

Mladá Boleslav, September 8, 2025 – The Vision O concept represents a major step in the further development of the Modern Solid design language – characterized by simple shapes and distinctive lines. Its minimalist design provides maximum efficiency through optimized aerodynamics by integrating features like cooling vents and a hood ventilation. The updated aerodynamic design enables a longer range even over significant distances. The front features a wide, robust appearance with an illuminated Škoda logo on the curved front hood. The Tech-loop lighting element runs around the entire front, complementing the boldly shaped bonnet and emphasizing the brand's clean, authentic look. The panoramic roof enhances the feeling of spaciousness, and the B-pillar now incorporates the Škoda hook symbol. Charging ports on both sides can power other devices, while hidden windshield wipers under a movable cover ensure a sleek design.

**Johannes Neft, Member of the Board of Management for Technical Development, has stated:** "With the Vision O, form follows function. Active cooling and bonnet ventilation improve aerodynamic efficiency, which translates to a longer range and reduced environmental impact. The lighting concept creates a clear identity: Škoda Cyber Lights working with the Tech-Loop face for a distinctive visual signature. The production model will be based on a future Volkswagen Group platform planned for the next decade, with development prioritising efficiency, sustainability, robustness, and a smaller environmental footprint."

### Aerodynamics and airflow

The Vision O measures 4,850 mm in length, 1,900 mm in width, and 1,500 mm in height, providing a spacious and aerodynamic profile. The concept car's aerodynamic design is optimized for maximum efficiency. The front of the car features louvers that work as active jalousie, while channels on the sides divert excess air toward the wheels. The shape of the wheels is fully aerodynamically optimized to enhance dynamic performance. Retractable door

handles also contribute to improved airflow. Additionally, the hood has two ventilation openings that reduce aerodynamic drag.

### **New lighting concept, also supporting the autonomous driving mode**

The rear of the Vision O showcases a T-shaped LED light motif with animated indicators that references the Modern Solid design language, an illuminated Škoda logo, the Vision O designation, and a continuous line that connects to the Tech-loop face mask at the front of the car. The Škoda Cyber Lights in the front of the car provide a completely new look. Sliding main headlamps are part of the welcome and goodbye animations together with the illuminated Škoda logo on the bonnet. Animated indicators are implemented in the fenders and the wing mirrors, also serving as signal lights while the car is in autonomous drive mode.

### **A new B-pillar design and a unique body colour**

The side of the Vision O concept car features a distinctive B-pillar, which is a characteristic feature emphasizing ample space for passengers and luggage. This design element incorporates a trapezoidal detail representing the hook element from the Škoda brand name, creating a visually striking and spacious feel for passengers. The C-pillar, on the other hand, was designed without an additional plastic part, contributing to a cleaner and more seamless interior look. The body colour features a striking colour shift that transitions from warm to cool. The colour transition effect of mica pearl changes from blue to sand beige through transparent interference pigments that refract daylight into some of the rainbow colours. The vehicle body includes black accents, tinted windows, and black aerodynamic wheels with robust rims. The black roof contributes to the overall elegant appearance of the Vision O.

## History: Škoda leading the estate segment in Europe

- › Škoda Auto has been the European combi segment leader since 2016 and plans to reinforce its leadership with the production model of the Vision O concept
- › Until today, the Octavia Combi and Superb Combi are the main drivers of Škoda's success in the segment with more than 3.6 million units sold since 1998

Mladá Boleslav, September 8, 2025 – Škoda Auto has a rich and successful history in the estate segment. The company is ready to continue this legacy with the upcoming Vision O concept. Škoda Auto has been the leader of the European estate segment since 2016, thanks to the success of the Octavia Combi and Superb Combi. With 3 million Octavia Combi sold from 1998 in four generations, the estate version has contributed significantly to the global success of the model series. The Superb Combi has also contributed to this success, with 650,000 units sold since 2008. Among the earliest Škoda models that can be considered as predecessors of the estate segment are the L&K 110 and the Škoda 1101 Tudor Station Wagon.

**Martin Jahn, Member of the Board of Management for Sales and Marketing, has stated:** „Škoda has led Europe's estate segment since 2016 because the Octavia Combi and Superb Combi make everyday life of our customers easier. The Vision O builds upon this legacy, representing not just a continuation of our success but a bold step into the future of electrified estates. It underscores our commitment to provide customers with the practicality, versatility, and innovation they expect from Škoda, while also embracing sustainability."

### **The success of the Škoda Octavia**

The Škoda Octavia was first introduced in 1959, with its station wagon version debuting in 1960. The modern Octavia Combi, produced since 1998, has become the best-selling station wagon model in the brand's history, with more than 3 million vehicles manufactured. This success is supported by continuous innovation and improvements with each new generation. The Octavia Combi is also Škoda's best-selling model to date, with more than 7.5 million units sold since 1996. The Octavia's success is based on its reliability, safety, and comfort, which have enabled it to become the leader in the station wagon segment.

### **Notable Škoda Superb models**

The Superb has a rich history dating back almost 90 years, when the first model with innovative technologies was introduced in 1934. Since 2001, the modern Superb has become the brand's flagship model with more than 1.6 million cars sold. The prestigious Superb Combi was introduced in 2008 and is now in its third generation, with a luggage capacity of up to 690 litres, all-wheel drive, and plug-in hybrid versions with a range of around 120 kilometres. The

Superb Combi combines practicality and sophisticated design, making it a popular choice for families and executives alike.

### Contact

#### Vítězslav Kodym

Head of Product Communications

+420 604 292 131

[vitezslav.kodym@skoda-auto.cz](mailto:vitezslav.kodym@skoda-auto.cz)

#### Anežka Boudná

Product Communications

+420 734 298 801

[anezka.boudna@skoda-auto.cz](mailto:anezka.boudna@skoda-auto.cz)

#### Škoda Media Room

[skoda-storyboard.com](https://skoda-storyboard.com)

#### Download

the Škoda Media Room app



Explore the 'What's up, Škoda?' channel: [go.skoda.eu/whatsapp](https://go.skoda.eu/whatsapp)



130 years of automotive heritage! Explore all the content related to our anniversary: [go.skoda.eu/storyboard-130-years](https://go.skoda.eu/storyboard-130-years)



### 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.