

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.

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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.