

Škoda Auto celebrates 130 years of craftsmanship and innovation

- › For the past 130 years, Škoda has evolved with a strong customer centricity
- › Milestones such as its integration into the Volkswagen Group have enabled its transformation into an internationally successful global player
- › Škoda offers the most up-to-date portfolio in its history and provides „the best of both worlds“: fully electric, as well as plug-in-hybrid and ICE drivetrain options
- › For 130 years, Škoda has continuously been reinventing itself building on a position on strength to drive the transformation towards electromobility

Mladá Boleslav, 6 October 2025 – Škoda Auto celebrates its 130th anniversary this year, looking back on a journey from Laurin and Klement's first bicycle „made in Mladá Boleslav“ to an internationally successful car manufacturer. To reflect on its eventful history, Škoda is hosting the Classic Days event, showcasing various models that had a profound impact on the company's development. Yet, there are also milestone events, that played a decisive role in shaping the company's course such as the start of bicycle production in Mladá Boleslav in 1895, the production of the first motorized bicycles and motorcycles in 1899 and the brand's first participation in motorcycle races in 1901. They also entail both the introduction of the Voiturette A in 1905, the brand's first automobile, including the merger Laurin & Klement with the Pilsen-based engineering company Škoda in 1925.

In terms of models, 1987 marked a turning point: with the Favorit, Škoda presented the brand's first modern model with front-wheel drive. In 1991, Škoda became part of the Volkswagen Group—the beginning of a European success story in which Škoda transformed from a regional market leader into an internationally successful global player. In 1996, the first modern generation of the Octavia followed, the first model developed entirely under the umbrella of the Volkswagen Group and a brand leader ever since. In 2020, Škoda presented the Enyaq, its first battery-electric model, which quickly became an international success.

The Classic Days event now showcases Škoda's long history and heritage, presenting iconic models and offering exhibitions and test drives. Over the past 130 years, the company has proven its resilience, adaptability and customer focus time and time again – shaping its development from the first international export orders from Germany and the United Kingdom in the late 19th century to a globally successful car manufacturer. Today, Škoda is active in around 100 international markets worldwide, among these dynamically growing economies such as India and Vietnam.

This eventful corporate development is the foundation on which the company is building and tackles the comprehensive transformation to electric mobility from a position of strength: with the most modern model range in the company's history and a drive portfolio that includes fully electric models as well as plug-in hybrids and ICEs.

Evolution of the brand – selected models that made a particular impact

These selected models offer a detailed look at how Škoda continued to drive innovation over the years. Each of the presented models has a special place in the company's history, highlighting technological progress, design enhancements and innovative concepts.

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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.