

## Škoda Auto: Landmark anniversaries in 2026

- › **A year of milestones spanning motorsport, brand history and model icons**
- › **125 years of Škoda Motorsport – from Podsedníček's Paris–Berlin 'moral victory' to Fabia RS Rally2 success**
- › **35 years with the Volkswagen Group – transformation from regional market leader to internationally successful global player**
- › **30 years of the Octavia – four generations setting the benchmark for space, practicality and value**

**Mladá Boleslav, 16 January 2026 – Following last year's 130<sup>th</sup>-anniversary celebrations, Škoda Auto will mark a series of anniversaries in 2026, recognising key moments and model lines from both its early years and recent history: Škoda Motorsport turns 125, it is 35 years since the Czech carmaker joined the Volkswagen Group, and the modern-era Octavia celebrates its 30<sup>th</sup> birthday.**

### **125 years of Škoda Motorsport**

Škoda traces the start of its motorsport era to June 1901, when Narcis Podsedníček achieved a 'moral victory' on a Laurin & Klement Slavia B motorcycle in the Paris–Berlin race, although it was not officially confirmed at the finish at the time. This marked the beginning of motorsport activities in Mladá Boleslav, which have been an integral part of Škoda's DNA for 125 years. Now, the carmaker is celebrating global success with the Škoda Fabia RS Rally2 rally car.

### **35 years with the Volkswagen Group**

Thirty-five years on from the March 1991 agreement, the union of Škoda Auto and the Volkswagen Group is still the catalyst for Škoda's development from a regional market leader into a dynamically growing global player. Group technology, purchasing scale and engineering expertise have since enabled a comprehensive expansion of the model portfolio and plant modernisation, while also boosting quality, safety and connectivity. Now Škoda offers the broadest range in its history – spanning efficient combustion, hybrid and all-electric models, thus providing customers with freedom of choice.

### **30 years of the Škoda Octavia**

Unveiled on 1 September 1996 as the first Škoda model developed entirely under the umbrella of the Volkswagen Group, the Octavia has been the brand's bestseller for three decades. Each generation has incorporated innovative Volkswagen Group technologies to raise standards in safety, connectivity and efficiency. The fourth generation continues the successful formula, combining modern design, outstanding space and practicality, efficiency and excellent value for money.

**Other selected anniversaries in 2026**

- **90 years of the Škoda Favorit**

The first model to bear the Favorit name appeared in 1936, noted for its generous interior and modern overall package. Production ceased in 1941 due to the war, with 227 units built.

- **80 years of the Škoda 1101 'Tudor'**

Nicknamed after its two-door body, the 1101 was Škoda's first post-war series model. Robust, reliable, versatile and offered in multiple body styles, it reached customers in more than 70 countries.

- **50 years of the Škoda 120**

Debuting at the 18<sup>th</sup> International Engineering Fair in Brno in September 1976, the 120 continued the rear-engine, rear-wheel-drive layout. Built until 1990, it exceeded two million units including related derivatives such as the Garde coupé.

- **50 years since the rally debut of the Škoda 130 RS**

The 130 RS entered rallying at the July 1976 Rallye Škoda in Mladá Boleslav, launching a distinguished competition career and cementing its status as a brand icon.

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## Media images

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The moral victory of Narcis Podsedníček with his Laurin & Klement Slavia B motorcycle in the Paris-Berlin race in June 1901 is considered the start of an exceptionally successful 125-year era of motorsport from Mladá Boleslav, even though it was not officially confirmed at the finish line at the time.

Source: Škoda Auto

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The modern Škoda Octavia made its debut 30 years ago, in September 1996. It remains the brand's best-selling model to this day.

Source: Škoda Auto

**Škoda Auto**

- › is successfully pursuing its Next Level – Škoda Strategy
- › aims to be among the top three best-selling brands in Europe by 2030, with attractive offers in entry-level segments and additional electric vehicles
- › is unlocking growth potential in key markets such as India, Vietnam and the wider ASEAN region
- › currently offers 12 passenger-car series: Fabia, Scala, Octavia, Superb, Kamiq, Karoq, Kodiaq, Elroq, Enyaq, Slavia, Kylaq and Kushaq
- › delivered more than 1,044,000 vehicles to customers worldwide in 2025
- › has been part of the Volkswagen Group – one of the world's most successful car manufacturers – for over 30 years
- › belongs to the Brand Group CORE, the Volkswagen Group's alliance of volume brands established to drive joint growth and boost overall efficiency across all five volume brands
- › independently develops and produces components such as MEB battery systems, engines and transmissions, including for other Group brands
- › operates three production plants in the Czech Republic and, largely through Group partnerships, has manufacturing capacities in China, Slovakia and India, as well as in Vietnam and Ukraine with local partners
- › employs around 40,000 people worldwide and operates in almost 100 markets