

Škoda Auto 2025: 1,043,900 vehicles delivered to customers, Europe's third best-selling car brand

- › **High customer demand:** Škoda Auto increases worldwide deliveries to customers by 12.7% year on year
- › **Milestone in Europe:** Škoda became Europe's third best-selling car brand in its core market (EU 27+4), delivering 836,200 vehicles (+9.9%)
- › **Accelerated electrification:** Deliveries of battery-electric vehicles (BEVs) doubled to 174,900 (+119.8% year on year), while plug-in hybrids (PHEV) totalled 43,800 (+108.6%); in Europe, one in four Škoda models (25.7%) were delivered with a plug (+116.5%)
- › **Best-selling models globally:** the Octavia remained Škoda's top-selling model (190,300), followed by Kodiaq (130,400), Kamiq (125,900) and Fabia (119,100)
- › **Internationalisation continues:** Record deliveries in India of 70,600 vehicles (+96.1%), launch of local production in Vietnam, expanded footprint across the ASEAN region and the Middle East, growth in Türkiye and North Africa

Mladá Boleslav, 19 January 2026 – Škoda Auto delivered 1,043,900 vehicles to customers worldwide (+12.7%), recording its strongest sales performance in the past six years. In Europe (EU 27+4), Škoda delivered 836,200 vehicles (+9.9%), for the first time becoming the third best-selling car brand in its core market. A key driver of this performance was the success of Škoda's BEV and PHEV models: one in four Škoda models (25.7%) were delivered with a plug. Additionally, strong demand for the Elroq and Enyaq lifted Škoda to fourth place among Europe's electric vehicle manufacturers. Germany remains Škoda's largest market, with 211,100 deliveries (+12.8%), followed by the Czech Republic, the United Kingdom, India and Poland. The Octavia, Kodiaq, Kamiq, Fabia and Karoq were the best-selling models. Momentum also continued with internationalisation; deliveries in India almost doubled to 70,600 vehicles (+96.1%), while production of the Slavia and Kushaq began in Vietnam. 2026 will see two new electric models: the urban crossover Epiq and the seven-seater family SUV Peaq will double Škoda's all-electric portfolio.

Klaus Zellmer, CEO of Škoda Auto, says: "Škoda Auto is reaching new levels of success. In 2025, our deliveries surpassed the one million vehicle mark, making Škoda the third best-selling car brand in Europe, our core market. This achievement reflects the outstanding commitment of our Škodians worldwide, the strength of our dealer partners, and the trust of our customers. Together with our sales partners, we are not just selling products – we are delivering reliable mobility, accessible technology, and high-quality service across the entire customer journey. Our robust business model enables us to offer competitive vehicles while ensuring long-term value through strong aftersales, digital services, and personal customer support. The past year also marked strong momentum in our international growth strategy,

with continued traction in India, ASEAN, and the Middle East. Our approach of freedom of choice in powertrains – ranging from highly efficient combustion engines and mild and plug in hybrids to an expanding portfolio of practical all electric vehicles – is clearly resonating with customers. Looking ahead, we are excited to build on this success with the upcoming world premieres of two all new, fully electric models: the urban SUV Epiq and the seven-seater Peaq, our new flagship. These vehicles will double our all-electric portfolio and make electromobility even more accessible, supported by a strong dealer network and comprehensive services that give customers confidence at every step.”

Martin Jahn, Škoda Auto Board Member for Sales and Marketing, adds: “Our worldwide deliveries to customers rose significantly, resulting in a 12.7% increase compared to last year, with the Octavia once again leading our portfolio and surpassing 190,000 deliveries. In Europe, we achieved great success overall - especially with our new electric Enyaq and Elroq, which helped Škoda climb to fourth place among all BEV manufacturers with almost 175,000 deliveries. We also continued to strengthen our dynamic growth markets, led by India, where we almost doubled our sales to 70,600 vehicles, primarily thanks to the newly introduced Kylaq. At the same time, we continue to raise the Škoda brand to the next level across all touchpoints, with more than 1,200 dealerships already rebranded in 2025.”

Third-best selling brand in its European core market

With 836,200 vehicles delivered to customers in its core market Europe (+9.9%), the brand secured third place among all manufacturers – a position it aims to defend and strengthen in the coming years. Germany remains Škoda’s largest market, with 211,100 deliveries (+24,000 year on year; +12.8%), followed by the Czech Republic (91,800; +7,300), the United Kingdom (83,300; +4,600), Poland (65,200; +3,800) and France (50,800; +5,200). Particularly strong gains were recorded in Denmark (+6,800) and the Netherlands (+5,900).

Advancing electromobility: Škoda ranks fourth among best-selling EV manufacturers in Europe; Elroq ranks second in Europe

In terms of battery-electric vehicle deliveries, Germany (51,000; +106.6%), Denmark (16,700; +191%) and the Netherlands (15,100; +300%) were Škoda’s strongest markets. In the Czech Republic, the car manufacturer delivered 6,000 BEVs to customers (+245.7%). In Škoda’s core market Europe (EU27+4), BEV and PHEV models accounted for 25.7% (+116.5%) of all Škoda deliveries – meaning one in four Škoda vehicles sold was delivered with a plug. The Elroq finished as the second best-selling EV in the region overall, ranking first in the Czech Republic, Denmark, the Netherlands and Slovakia. In Germany, Austria and Switzerland, the compact SUV ranked among the top three most sought-after models. The larger Enyaq finished seventh among Europe’s best-selling BEV models, ranking in the top three in the Czech Republic, Finland, Switzerland, Austria and Slovakia. Thanks to the success of its battery-electric model range, Škoda secured fourth place among the best-selling EV manufacturers, with a market share of 6.8%.

Model line-up: Deliveries of electrified models more than doubled; Octavia remains top choice among customers

The Octavia remains Škoda's best-selling model, with 190,300 units delivered worldwide (-11.8%). The current fourth generation, on the market since 2020, recently surpassed the mark of 1,000,000 units sold. The milestone car was delivered to a customer in the Czech Republic. The Octavia is followed by the Kodiaq (130,400 deliveries), Kamiq (125,900) and Fabia (119,100).

Deliveries of electrified vehicles (BEV and PHEV models) more than doubled year-on-year: Škoda delivered 174,900 battery-electric vehicles and 43,800 plug-in hybrids – a combined total of 218,700 vehicles (+117.5%).

Progress in internationalisation: record results in India; growth in Türkiye and North Africa

Škoda Auto's internationalisation strategy is delivering results. In India, the car manufacturer achieved record deliveries of 70,600 vehicles (+96.1%). Growth was driven in particular by the high demand for the locally produced Kylaq SUV in the popular sub-4-metre segment. Škoda Auto is also expanding its footprint in the ASEAN region: In Vietnam, CKD production of the Slavia and Kushaq began last year in cooperation with partner Thanh Cong Group. Škoda Auto also entered the Saudi Arabian market, strengthening its presence in the Middle East.

Additionally, Škoda deliveries are gaining momentum in Türkiye (45,100; +6.8%) and North Africa, specifically in Morocco (6,000; +37.1%) and Egypt (5,300; +32.9%).

2026 highlights: two all-new electric models to expand the comprehensive model line-up and make electromobility even more accessible

In the first half of this year, Škoda will unveil the all-new, fully electric urban SUV crossover Epiq, followed by the large seven-seater family SUV Peaq. With these two additions, Škoda will double its all-electric portfolio, expanding customer choice in electric mobility and making it more affordable with the entry-level all-electric SUV crossover Epiq.

Global vehicle deliveries in 2025 by selected sales regions

Sales region	Jan-Dec 2025	Jan-Dec 2024	Change (%)
Western Europe	599,300	538,100	+11.4
Germany (largest market)	211,100	187,100	+12.8
Central Europe	205,500	192,100	+7.0
Czech Republic	91,800	84,500	+8.7
Eastern Europe	53,800	50,700	+5.9
India	70,600	36,000	+96.1
China	15,000	17,500	-14.5
Worldwide total	1,043,900	926,600	+12.7

Škoda vehicle deliveries to customers in 2025

(in units, rounded, listed by model; percentage change compared to 2024)

Model	Jan-Dec 2025	Change (%)
Škoda Octavia	190,300	-11.8
Škoda Kodiaq	130,400	+13.9
Škoda Kamiq	125,900	-0.1
Škoda Fabia	119,100	+1.7
Škoda Karoq	102,600	-6.2
Škoda Elroq	95,300	-
Škoda Enyaq	79,600	+0.1
Škoda Superb	75,900	+4.2
Škoda Scala	53,000	-5.7
Škoda Kylaq	43,900	-
Škoda Slavia	14,700	-8.1
Škoda Kushaq	13,200	-31.7

Contact

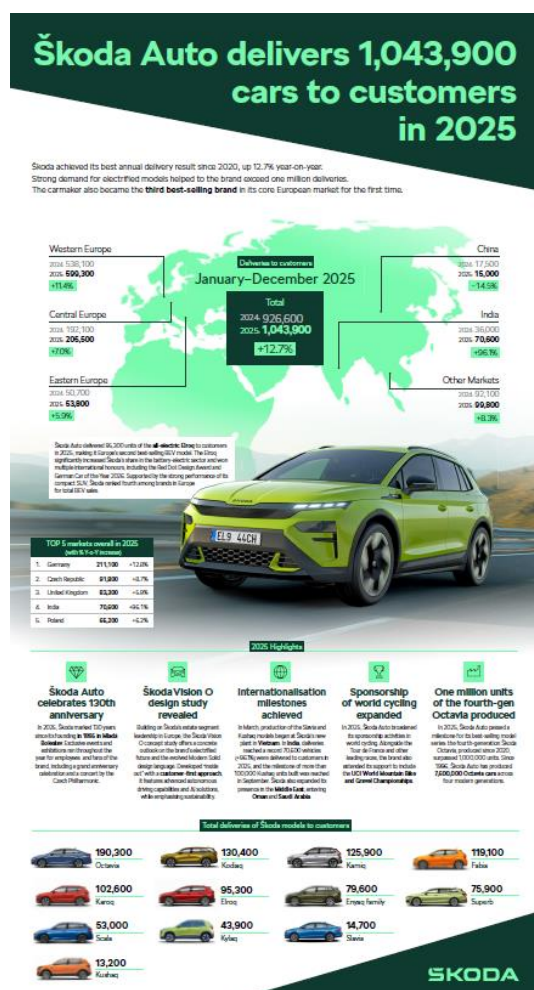
Jozef Baláz

Head of Corporate and
Internal Communications
jozef.balaz@skoda-auto.cz

Ivana Povolná

Press Spokesperson for Sales, Finance
and International Markets
+420 730 863 027
ivana.povolna@skoda-auto.cz

Infographic and logo



Successful 2025: Škoda Auto delivers 1,043,900 vehicles and becomes Europe's third best-selling car brand

Škoda Auto posted strong sales results in 2025, delivering 1,043,900 vehicles worldwide – up 12.7% year on year and the brand's best performance in the past six years. In Europe, Škoda reached third place for the first time, supported by strong customer demand for its all-electric and plug-in hybrid models, which together accounted for 25.7% of deliveries in the region.

Source: Škoda Auto

Škoda Auto brand logo

The Czech carmaker's current brand logo since 2022.

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 1,040,000 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