

Škoda Auto teams up with Hasbro's PLAY-DOH brand

- › **Czech car manufacturer and toy producer agree one-year cooperation**
- › **The collaboration supports the launch campaign of the all-new electric Škoda Epiq and includes further international activations**
- › **Joint activities are currently taking place during Milan Design Week (21–26 April) and will be followed by activations around the IIHF World Championship and additional events throughout the year**

Mladá Boleslav, 24. April 2026 – Škoda Auto and Hasbro, a leading games, IP and toy company, have announced a one-year collaboration featuring Hasbro's iconic PLAY-DOH brand. The cooperation accompanies the launch campaign of the all-new electric Škoda Epiq and is built around the use of modelling compound as a central design element. The approach reflects the campaign's focus on creativity and playful visual storytelling and is extended beyond campaign assets through co-branded materials. First joint activities are currently under way during Milan Design Week.

The one-year collaboration has started during the ongoing Milan Design Week. The modelling-compound theme underlines the playful, fun character of the campaign and connects it with the wider context of design, creativity and experimentation. It therefore perfectly aligns with the creative approach and the guiding principles of the Milan Design Week.

The cooperation will be implemented internationally through centrally coordinated activities and locally driven Škoda market activations across cultural and sporting platforms. It includes campaign content and selected experiential formats.

Following Milan Design Week, further activations are planned around the IIHF World Championship, with additional measures to follow over the course of the cooperation.

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Video and media image



Video: Škoda Auto teams up with Hasbro's PLAY-DOH brand

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Source: Škoda Auto



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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 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 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 Slovakia, Kazakhstan 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.

About Hasbro

Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. With 165 years of expertise, Hasbro delivers groundbreaking play experiences and reaches more than 1 billion fans annually around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, MONOPOLY, HASBRO GAMES, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands. Powered by its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, a 2025 JUST Capital Industry Leader, one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50, and a Brand that Matters by Fast Company. For more information, visit <https://corporate.hasbro.com> or @Hasbro on LinkedIn.