

Škoda Auto celebrates 33 years as Official Main Sponsor of the IIHF Ice Hockey World Championship and unveils the Epiq

- › Škoda Auto has supported the event as a mobility partner since 1992 and as the Official Main Sponsor since 1993
- › The 2026 IIHF Ice Hockey World Championship takes place from 15 to 31 May in Zurich and Fribourg, Switzerland
- › Škoda Auto will provide the organisers with 53 all-electric Elroq and Enyaq vehicles; Škoda Design has created the trophy for the tournament's Most Valuable Player
- › During the tournament, Zurich will host the world premiere of the Epiq, Škoda's most affordable all-electric model

Mladá Boleslav, 14 May 2026 – Škoda Auto is supporting this year's IIHF Ice Hockey World Championship as the Official Main Sponsor for the 33rd time. The tournament takes place in Zurich and Fribourg, Switzerland, from 15 to 31 May. During the championship, the carmaker will provide the organisers with 53 all-electric Elroq and Enyaq models and will also unveil the Epiq, its latest electric model, with the premiere streamed live on Škoda's YouTube channel. Škoda Design has again created the trophy for the tournament's Most Valuable Player, which will be presented at the closing ceremony. Throughout the championship, the Czech carmaker, in collaboration with the local importer, will be showcasing its models in and around the arenas and offering various activities and competitions in the Official Fan Zones.

Martin Jahn, Škoda Auto Board Member for Sales and Marketing, says: "The IIHF Ice Hockey World Championship is a major international sporting event, which is why we are excited to be the Official Main Sponsor for the 33rd consecutive year. This year, the tournament will also host the world premiere of our new compact SUV crossover, the Škoda Epiq, on 19 May. Our new battery-electric entry model strengthens our electric portfolio alongside the Elroq and Enyaq family. With its distinctive design, clear positioning, and competitive price, it will attract new customers to our brand and make electric mobility accessible to even more people."

Škoda Auto to provide 53 vehicles and welcome fans to the Official Fan Zones

Škoda Auto has continuously supported the flagship ice hockey event since 1992 as a mobility partner and since 1993 as the Official Main Sponsor. This year, the Czech carmaker will provide the organisers with 53 all-electric Elroq and Enyaq vehicles. In collaboration with the importer, Škoda Auto will also be present in the Official Fan Zones in both host cities, offering a variety of activities and competitions. Visitors will be able to shoot pucks at an ice

hockey goal, see the tournament's Most Valuable Player trophy up close, pose with a giant goalie mask and sing ice hockey chants in karaoke-equipped Elroq models. Škoda models will be on display inside and around the arenas. The new Škoda Epiq crossover SUV will take centre stage as it celebrates its world premiere during the championship. The accompanying programme will reflect the playful spirit of the Epiq campaign and its modelling clay theme.

World premiere of the Epiq crossover SUV: Škoda's most affordable all-electric model

On Tuesday 19 May, Škoda Auto will stage the world premiere of its new all-electric crossover SUV, the Epiq, in Zurich. Ahead of the reveal, camouflaged vehicles will be on display in both arenas. During the games on 19 May at 16:20, fans in the arenas in Zurich and Fribourg will see the Epiq without camouflage for the first time. Škoda fans will also be able to watch the premiere live on [the car manufacturer's YouTube channel](#).

The Škoda Epiq is Škoda's entry point into the electric vehicle segment, making electric mobility accessible to a broader range of customers. The Epiq is the first Škoda production model based on the new MEB+ platform, offering front-wheel drive, modern assistance systems and ample interior space. Alongside the Peaq, which will be unveiled in the second half of the year, the Epiq will double Škoda's electric vehicle portfolio in 2026.

Škoda creates the award for the tournament's Most Valuable Player

Škoda Design has once again created the trophy for the tournament's Most Valuable Player. The trophy is made from hand-blown Czech crystal and has been produced by Lasvit using a combination of traditional and modern techniques. The emerald-green trophy reflects Škoda's distinctive brand colour, and its design follows the brand's new Modern Solid design language, which is also used for the Epiq. The tournament's Most Valuable Player will receive the trophy from a Škoda Auto board member during the closing ceremony.

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Media image and video



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Škoda Auto will be supporting the Ice Hockey World Championship in Switzerland as the Official Main Sponsor for the 33rd time.

Source: Škoda Auto



Video: Škoda Auto celebrates 33 years as Official Main Sponsor of the IIHF Ice Hockey World Championship and unveils the Epiq

The carmaker will provide the organisers with 53 all-electric vehicles from the Elroq and Enyaq families. Škoda Auto has continuously supported the flagship ice hockey event since 1992 as a mobility partner and since 1993 as the Official Main Sponsor.

Source: Škoda Auto

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.