

2026 IIHF Ice Hockey World Championship: Roman Josi wins Most Valuable Player trophy created by Škoda Design

- › Following Finland's victory over Switzerland in yesterday's gold medal game, the Most Valuable Player award was handed over to Switzerland's Roman Josi
- › The trophy, created by Škoda Design since 2018, was presented by Maren Gräf, Škoda Auto Board Member for People & Culture; its design reflects elements of Škoda's Modern Solid design language
- › Holger Peters, Škoda Auto Board Member for Finance, IT & Legal Affairs, presented the bronze medals to the tournament's third-placed team Norway during the closing ceremony
- › Škoda Auto served as the Official Main Sponsor for the 33rd time, provided 53 fully electric Elroq and Enyaq vehicles, and unveiled the Epiq during the championship
- › This year's IIHF Ice Hockey World Championship was held in the Swiss host cities of Zurich and Fribourg

Mladá Boleslav, 1 June 2026 – The 2026 IIHF Ice Hockey World Championship concluded with yesterday's thrilling gold medal game in Zurich, where Finland claimed the title with a 1:0 overtime win over Switzerland. During the closing ceremony, Maren Gräf, Škoda Auto Board Member for People & Culture, presented the Most Valuable Player award to Switzerland's defender Roman Josi. Since 2018, the trophy has been created by the Škoda Design team, who has once again incorporated elements of the car manufacturer's Modern Solid design language. Holger Peters, Škoda Auto Board Member for Finance, IT & Legal Affairs, also took part in the ceremony, presenting the bronze medals to the tournament's third-placed team Norway. The Czech car manufacturer has been the Official Main Sponsor of the IIHF Ice Hockey World Championship for 33 consecutive years, making this the longest-running main sponsorship of any sporting world championship. This year, Škoda staged the world premiere of the all-new, all-electric Epiq compact SUV crossover during the tournament.

World premiere of the Epiq at the 2026 IIHF Ice Hockey World Championship

Škoda Auto staged the world premiere of its new electric city SUV crossover, the Epiq, during this year's Ice Hockey World Championship. Fans could watch the reveal live on [Škoda's YouTube channel](#) on 19 May, while visitors attending the afternoon games that day were the first to experience the new model in person. The Epiq is the entry-level model in Škoda's electric vehicle line-up, making electromobility more accessible to new customer groups. Its minimalist exterior and interior design highlight the car's spaciousness, practical features and everyday usability. The campaign featured distinctive, colourful motifs, which

also shaped Škoda's on-site presence, including colourful fan "helmets" in the same design theme.

Most Valuable Player trophy and record-setting support for the tournament

Škoda Design was once again behind this year's Most Valuable Player trophy, having created the award since 2018. This year's iteration is again made of hand-blown Czech crystal with an emerald-green tint reflecting the brand's signature colour. Its design is inspired by the car manufacturer's Modern Solid design language.

Škoda Auto has supported the IIHF Ice Hockey World Championship since 1992 as a mobility partner and since 1993 as Official Main Sponsor. This year, the company provided a fleet of 53 fully electric Elroq and Enyaq vehicles. Since 2017, Škoda Auto's involvement has been recognised by Guinness World Records as the longest-running main sponsorship of a sporting world championship.

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Media images



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The trophy was presented during the closing ceremony by Maren Gräf, Škoda Auto Board Member for People & Culture.

Source: Škoda Auto



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Holger Peters, Škoda Auto Board Member for Finance, IT & Legal Affairs, presented the bronze medals to the tournament's third-placed team Norway during the closing ceremony of the 2026 IIHF Ice Hockey World Championship.

Source: Škoda Auto



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During this year's championship, Škoda Auto staged the world premiere of the all-electric Škoda Epiq. Fans were able to watch the reveal via a livestream on [Škoda's YouTube channel](#), while spectators attending the afternoon games were the first to see the newly unveiled production model in person at the arenas.

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 13 passenger car model ranges: Fabia, Scala, Octavia, Superb, Kamiq, Karoq, Kodiaq, Epiq, 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 Spain, 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.