

Škoda Auto appoints world-renowned road cyclist Chris Froome as Brand Cycling Ambassador

- › **With four Tour de France titles and two Olympic bronze medals, Chris Froome is one of the most successful riders in modern road cycling**
- › **Froome was the first rider in over 30 years to win all three Grand Tours within a 12-month span: Tour de France 2017, La Vuelta 2017 and Giro d'Italia 2018**
- › **Chris Froome will take part in a range of Škoda cycling activities, including those around the upcoming Tour de France**

Mladá Boleslav, 17 June 2026 – Škoda Auto has appointed Chris Froome, one of the world's most successful road cyclists, as an international Brand Cycling Ambassador. The renowned rider will take part in a range of Škoda cycling activities, including those around the upcoming Tour de France. He will make his first appearance in his new role at the world premiere of the all-new electric Škoda Peaq on 23 June.

As a Škoda Brand Cycling Ambassador, Chris Froome will attend several Škoda-supported cycling events over the course of the year, including this year's Tour de France. There, he will join fans on a special ride and share his experience with amateur riders and newcomers to cycling. He will also appear at other major cycling events throughout the year, including La Vuelta, the Tour de France Femmes avec Zwift and local competitions across Europe.

Chris Froome is a leading figure in elite road cycling. In 2018, he became the first cyclist in over 30 years to win all three of the world's most prestigious Grand Tours within a 12-month period: the Tour de France, La Vuelta and the Giro d'Italia. He is one of only six riders in history to have won the Tour de France at least four times and has finished on the podium on two other occasions. He is also a two-time Olympic bronze medallist, having won bronze in the individual time trial at the London and Rio Olympic Games in 2012 and 2016. He has won other prestigious cycling races, including La Vuelta in 2011 and 2017 and the Giro d'Italia in 2018.

His career achievements inspire cycling fans worldwide, and he has nearly three million followers across his social media channels. In 2016, he was appointed an Officer of the Order of the British Empire.

The partnership between Škoda and Chris Froome reinforces Škoda's long-standing commitment to cycling as one of the main pillars of its sponsorship activities. The Czech car manufacturer has been involved with the sport at the highest professional level for more than 20 years.

Contact

Jozef Baláž

Head of Corporate Communications

jozef.balaz@skoda-auto.cz

Ivana Povolná

Spokesperson for Sales, Finance and

International Markets

+420 730 863 027

ivana.povolna@skoda-auto.cz

Video and media images



Video: Škoda appoints world-renowned cyclist Chris Froome as Brand Cycling Ambassador

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Source: Škoda Auto



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Source: A.S.O.



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Škoda's international partnership with Chris Froome also includes his involvement in the campaign for the all-new, fully electric Škoda Peaq, which will celebrate its world premiere on 23 June.

Source: A.S.O.

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.