

## Škoda Auto marks 23 years as Tour de France main partner; new Škoda Peaq to serve as 'Red Car'

- › Škoda Auto is the main partner of the Tour de France for the 23<sup>rd</sup> consecutive year; its partnership with race organiser A.S.O. runs until 2028
- › The Czech carmaker will provide up to 225 electrified vehicles, including all-electric Enyaq models and Superb iV plug-in hybrids
- › Tour de France Race Director Christian Prudhomme will use the all-new, range-topping electric Škoda Peaq as his 'Red Car'
- › Four-time Tour de France winner Chris Froome joins Škoda as its new cycling ambassador and will take part in a special fan ride
- › Škoda Design has created Modern Solid-inspired trophies for the overall winner, the points and mountains classification winners, and the best young rider

Mladá Boleslav, 2 July 2026 – The 113<sup>th</sup> Tour de France gets under way on Saturday with the Grand Départ in Barcelona, Spain. Škoda Auto is the main partner of the world's most famous cycling race for the 23<sup>rd</sup> consecutive year and will present its two new all-electric models to the public for the first time: the Škoda Epiq and the new flagship Škoda Peaq. The Peaq SUV will serve as Race Director Christian Prudhomme's 'Red Car' on 12 of the 21 stages. For the remaining stages, he will use a Superb iV plug-in hybrid as his mobile command centre. Škoda Auto will provide the organisers with up to 225 vehicles, continue its long-standing sponsorship of the green jersey and supply trophies for the winners of the individual classifications. This year's trophies feature a new design inspired by Škoda's Modern Solid design language. The carmaker is also the main partner of the Tour de France Femmes avec Zwift for the fifth time and supports major mountain bike and gravel cycling events.

**Martin Jahn, Škoda Auto Board Member for Sales and Marketing**, says: "For 23 years, Škoda Auto has been at the heart of the Tour de France, the world's most famous cycling race, as its main partner. This year's race is especially significant for us in several ways. We are proud that our new electric flagship, Peaq, will serve as the Race Director's Red Car, while the Tour also provides an exceptional platform to showcase the all-electric Epiq crossover SUV to a broad international audience. Our partnership with the Tour de France remains a cornerstone of Škoda Auto's sponsorship strategy, helping us connect with millions of cycling fans worldwide, including this year through the 'Ooooh, that's Epiq' campaign and exclusive competitions on our WeLoveCycling.com platform. We are also delighted to welcome Chris Froome as our Cycling Brand Ambassador and look forward to inspiring even more people to embrace the joy of everyday cycling."

**Tour de France showcases Epiq and Peaq to fans for the first time**

The Tour de France will give fans their first chance to see the two newest additions to Škoda's all-electric portfolio up close. Together, the Epiq and Peaq will double the Czech carmaker's BEV line-up this year.

Joining the traditional Tour caravan, the Epiq city SUV crossover extends the brand's electric offering into the entry-level segment. At the other end of the range, the Peaq becomes Škoda's new flagship. The seven-seater SUV will serve as Race Director Christian Prudhomme's mobile command centre on 12 of the 21 stages.

**184 riders, 3,321 kilometres and 54,450 metres of climbing**

The 113<sup>th</sup> Tour de France takes place from 4 to 26 July 2026. It will start in Barcelona – only the third time in the race's history that the Grand Départ has been held in Spain – before concluding with the traditional finish on the Champs-Élysées in Paris. A field of 184 riders representing 23 teams will tackle more than 3,321 km, with a total elevation gain of 54,450 metres.

**Škoda Design creates Modern Solid-inspired crystal trophies**

Škoda Auto is the long-standing sponsor of the green jersey, awarded to the winner of the points classification, and provides trophies for the overall winner, the winners of the points and mountains classifications, and the best young rider.

This year's trophies were created by Škoda Design. Their minimalist design draws on Škoda's Modern Solid design language with strong vertical lines evoking speed and elite sporting performance.

**Activities for fans: a ride with Chris Froome and prize competitions**

Fans can follow the action on the road through the official Tour de France app, sponsored by Škoda Auto. Meanwhile, WeLoveCycling.com will once again offer news, behind-the-scenes updates and prize competitions, with prizes including Škoda bikes and official green jerseys. The top prize is a place on an amateur ride with Škoda Cycling Ambassador and four-time Tour de France winner Chris Froome.

**Cycling as part of Škoda Auto's heritage**

Škoda Auto's long-standing partnership with A.S.O. and the Tour de France reflects the company's enduring support for elite professional cycling. Škoda began as a bicycle manufacturer in 1895 and sponsors a wide range of cycling events for both professionals and amateurs, including La Vuelta, L'Étape, the Tour de France Femmes avec Zwift and major events held under the Union Cycliste Internationale (UCI) banner.

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Media images



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Tour de France Race Director Christian Prudhomme will use the all-new, range-topping electric Škoda Peaq as his Red Car at this year's race.

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 14 passenger car model ranges: Fabia, Scala, Octavia, Superb, Kamiq, Karoq, Kodiaq, Epiq, Elroq, Enyaq, Peaq, 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.