

Tadej Pogačar, winner of the 113th Tour de France, receives crystal trophy created by Škoda Design

- › Škoda Auto supported the Tour de France as Official Main Partner for the 23rd time
- › Škoda Design created trophies inspired by the brand's Modern Solid design language for the overall winner, the leaders of the points and mountains classifications, and the best young rider
- › Tadej Pogačar claimed victory in the world's toughest cycling race for the 5th time
- › Škoda Auto CEO Klaus Zellmer presented the green crystal trophy to winner of the points classification, Mads Pedersen
- › The new all-electric Škoda Peaq and the Superb iV served as 'Red Cars' for Race Director Christian Prudhomme

Mladá Boleslav, 27 July 2026 – The 113th Tour de France, the world's most famous road cycling race, concluded yesterday with its traditional final stage on the Champs-Élysées in Paris, where overall winner, Slovenian Tadej Pogačar, claimed his 5th Tour victory. Škoda Auto has supported the event as its Official Main Partner since 2004. This year, Škoda Design created new trophies inspired by the brand's Modern Solid design language. Klaus Zellmer, Chairman of the Board of Škoda Auto, presented the green trophy to Dane Mads Pedersen, winner of the points classification. The car manufacturer also supplied the organisers with 225 electrified vehicles, including the Škoda Peaq and Superb iV, which served as the two 'Red Cars' used by Race Director Christian Prudhomme. Škoda Auto's partnership with race organiser A.S.O. will continue until 2028.

Klaus Zellmer, Škoda Auto CEO, comments: "The Tour de France and Škoda Auto are driven by a shared set of traits including determination, innovation, and human touch. Our partnership is strong because of these values as well as our heritage as a company that started out producing bicycles in 1895. We are honoured and proud to have supported this extraordinary race as the Official Main Partner for more than two decades. This year's event also gave us the opportunity to showcase our new flagship, the all-electric Škoda Peaq, in its role as one of the Race Director's Red Cars. Congratulations to all the riders on their outstanding performances. We are already looking forward to the Tour de France Femmes avec Zwift."

Public debut for the Epiq and Peaq: Škoda Auto supplies 225 vehicles

The Czech carmaker supplied the organisers and cycling teams with 225 electrified Enyaq and Superb iV vehicles. The all-new Škoda Peaq served as one of Race Director Christian Prudhomme's Red Cars, alongside the plug-in hybrid Superb iV. These vehicles functioned as mobile command centres from which the race was overseen. Since 2019, only electrified Škoda models have served in this role.

The new Škoda Epiq urban SUV crossover also made its public debut at the event, joining the Tour's traditional publicity caravan.

Extensive programme at the event and on WeLoveCycling.com

Škoda's presence at this year's Tour de France centred on the 'Ooooh, that's Epiq' campaign. Its colourful shapes and designs appeared in the fan zone, on jerseys and across a range of merchandise. Škoda also ran competitions on WeLoveCycling.com, offering prizes including Škoda bicycles and official green jerseys. The top prize was a place on a special stage for amateur riders alongside four-time Tour de France winner and Škoda cycling ambassador Chris Froome.

Škoda continues to support other top cycling events

Škoda Auto supports numerous other major cycling events and has been a partner of the Tour de France Femmes avec Zwift, the world's largest women's cycling race, since 2022. Since last year, Škoda Auto has also been an official partner of major events organised by the Union Cycliste Internationale (UCI), including the UCI Mountain Bike World Championships.

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Media images



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Source: A.S.O. / Marie Van Ingelgem



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Škoda Auto CEO Klaus Zellmer presented the green crystal trophy to Mads Pedersen, winner of the points classification.

Source: A.S.O. / Morgan Bove



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Source: A.S.O. / Charly Lopez

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.