

Škoda receives Red Dot Award for its Vision App concept

- › Škoda's vision of a future mobile user experience has received a Red Dot in the Red Dot Award: Design Concept 2026
- › The international jury recognised the concept's clear, intuitive UX/UI design and user-focused approach
- › The latest accolade brings Škoda Auto's total number of Red Dot Design Awards to 21 across several categories

Mladá Boleslav, 20 August 2026 – Škoda has been named a winner in the Red Dot Award: Design Concept 2026 for its vision of a future mobile user experience. The concept explores how Škoda's digital ecosystem could evolve in the coming years, building on today's MyŠkoda app to provide new levels of personalisation, contextual relevance and seamless integration throughout the user journey. With this latest accolade, Škoda Auto has now won a total of 21 Red Dot Design Awards across all categories.

People-first design for a seamless journey

The award-winning design concept presents a vision for the next evolution of Škoda's digital user experience. Developed around a people-first approach and inspired by Škoda's Simply Clever philosophy, the concept aims to make digital technology more intuitive and relevant by adapting to users' needs. Building on the foundations of the current MyŠkoda app, it explores how future digital services could become more personalised, context-aware and seamlessly connected throughout the user journey.

Key features include Laura, an AI-powered digital assistant that responds to context and provides proactive support, for example by helping users prepare for upcoming journeys, optimise charging and vehicle settings and coordinate travel plans. The concept demonstrates how future digital services could support users before, during and after each journey – from AI-assisted vehicle preparation and collaborative trip management to personalised charging support and the automatic creation of shareable travel memories.

Award-winning approach to the digital user experience

The concept received the Red Dot Award following an evaluation by an international jury of design experts. This recognition follows Škoda's success in 2021, when an earlier mobile app concept received a Red Dot Award in the Interface & User Experience Design category. The latest accolade further underlines Škoda Auto's strong position in digital innovation and user-focused design, as reflected in digital products such as the MyŠkoda app, which continues to evolve as new features are added.

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The award-winning concept is built around real user needs and everyday usability. It focuses on creating a digital companion that feels natural, relevant and easy to use and supports users at every stage of their journey.

Source: Škoda Auto

**Effortless and intuitive user experience**

A flexible, modular architecture, swipe-based navigation and personalised interactions form a coherent digital ecosystem that feels natural, rewarding and easy to use while adapting to the evolving needs of drivers and passengers alike.

Source: Škoda Auto



Video: Built on the principles of clarity, intuitive operation and a consistent user experience

At the heart of the concept is a context-aware approach: the digital companion adapts to changing situations and user needs, providing relevant content, services and guidance when they matter most while avoiding unnecessary distractions and information overload.

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 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.