

Škoda Auto supports UCI Mountain Bike World Championships as official partner for second year running

- › Škoda Auto is again supporting the Union Cycliste Internationale's (UCI) Mountain Bike World Championships taking place in Val di Sole, Italy, from 26 to 30 August
- › Wide-ranging programme: Five disciplines, with 17 UCI World Championship titles
- › World-class field: More than 800 riders from over 50 countries worldwide
- › Full range of all-electric Škoda models: New Peaq and Epiq, plus Enyaq and Elroq showcased
- › Various activities for fans at the event, along with competitions on Škoda's [WeLoveCycling.com](https://www.welovecycling.com) platform

Mladá Boleslav, 25 August 2026 – For the second consecutive year, Škoda Auto is an official partner of the UCI Mountain Bike World Championships, taking place at the Italian mountain resort of Val di Sole from 26 to 30 August. More than 800 riders from over 50 countries will compete for 17 UCI World Championship titles across five disciplines. Škoda Auto is showcasing its full range of all-electric models – the Peaq, Epiq, Enyaq and Elroq – along the courses and in the fan zones. The car manufacturer has also designed the 'hot seat' for the current downhill leader. The popular Enyaq mobile café will also be on site. Additionally, Škoda Auto is running competitions with attractive prizes for mountain bike fans on its [WeLoveCycling.com](https://www.welovecycling.com) platform.

Martin Jahn, Škoda Auto Board Member for Sales and Marketing, says: "Cycling is a central pillar of Škoda Auto's long-term sponsorship strategy. Our continued support for the UCI Mountain Bike World Championships reflects our long-standing connection to the sport and our passion for cycling. The championship also provides a great opportunity to connect with fans and showcase our all-electric model range. Above all, mountain bikes are a natural fit with Škoda's spirit of exploration, adventure and active lifestyles."

2026 UCI Mountain Bike World Championships: World's best riders compete in five disciplines

The 2026 UCI Mountain Bike World Championships return to Val di Sole in Italy's Trentino region, a renowned mountain bike destination, for the fourth time since 2008. Running from 26 to 30 August, this year's programme comprises five disciplines: cross-country Olympic, cross-country short track, cross-country team relay, downhill and E-mountain bike cross-country.

Elite men and women, mixed relay teams and riders in the junior and under-23 categories taking part will contest a total of 17 UCI World Championship titles and the coveted rainbow

jerseys worn by the world champions of their respective discipline. The event will also feature an entertainment programme, including concerts, mountain bike stunt shows and a closing celebration attended by the riders and event volunteers.

All-electric models along the courses, online competitions and the Škoda Experience

Škoda Auto is showcasing its full range of all-electric models at the Championships: the new Peaq, the new Epiq city SUV crossover, the Enyaq and the Elroq. Visitors will see the vehicles at selected locations, along the courses and in the fan zones. The popular mobile café housed in an Enyaq will also be on site.

As it did last year, Škoda Auto will be supplying the 'hot seat', finished in Škoda livery, where the provisional downhill leader sits while the remaining riders complete their runs. Mountain bike fans can follow the action on Škoda's [WeLoveCycling.com](https://www.skoda-auto.com/en/we-love-cycling) website and the car manufacturer's social media channels, with reports from former mountain bike racer Tereza Vlk Huříková and cycling enthusiast Melanie Bianchi. Fans can also enter competitions to win prizes, including entry to the Škoda Experience programme, which features scenic mountain bike rides in Val di Sole, rafting and test drives of models from Škoda's all-electric range.

Škoda Auto continues to expand its long-standing support for cycling

Cycling has been part of Škoda Auto's heritage since bicycle production began in Mladá Boleslav in 1895. Today, the carmaker supports major international events, including the Tour de France, La Vuelta and the UCI Gravel World Championships, as well as amateur races such as L'Étape by Tour de France.

Contact

Jozef Baláž

Head of Corporate and Internal
Communications
jozef.balaz@skoda-auto.cz

Ivana Povolná

Spokesperson for Sales, Finance and
International Markets
+420 730 863 027
ivana.povolna@skoda-auto.cz

Media images



Škoda Auto supports UCI Mountain Bike World Championships as official partner for second year running

The event comprises five disciplines: cross-country Olympic, cross-country short track, cross-country team relay, downhill and E-mountain bike cross-country. More than 800 riders from over 50 countries will compete for 17 gold medals and the coveted rainbow jersey.

Source: Škoda Auto



Škoda Auto supports UCI Mountain Bike World Championships as official partner for second year running

Škoda Auto is showcasing its full range of all-electric models – the new flagship Peaq, the Epiq SUV crossover, the Enyaq and the Elroq – along the courses and in the fan zones. The carmaker has also designed the 'hot seat' for the current downhill leader.

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.