

Škoda Octavia turns 30: Three decades of a brand icon

- › The first modern-generation Škoda Octavia rolled off the production line in Mladá Boleslav on 3 September 1996
- › Almost 7.9 million Octavias have been produced over the past 30 years
- › The Octavia has played a major role in Škoda's development as the brand's bestseller across four generations

Mladá Boleslav, 27 August 2026 – Škoda Auto is marking the 30th anniversary of the modern-generation Octavia, which entered production on 3 September 1996. Since then, the model has played a central role in the development of the Mladá Boleslav-based carmaker following its integration into the Volkswagen Group, combining quality and practicality with proven Volkswagen Group technology. Today, the fourth generation of this best-selling model is produced in Mladá Boleslav, Kvasiny and Kostanay, Kazakhstan. Almost 7.9 million units have been produced over the past three decades.

Klaus Zellmer, CEO of Škoda Auto, says: "The Octavia has been an icon of the Škoda brand for three decades. As Combi or Liftback, it has consistently delivered what customers prefer: outstanding space, practicality, safety, and features at an exceptional value. In many ways, the Octavia defined the Škoda ambition to offer more than expected. This has resulted in the Octavia powering our international growth by earning the trust of generations of customers. While Škoda continues to evolve and expand into new segments, the Octavia remains a powerful symbol of customer-centric innovation and Simply Clever thinking."

Successful revival of a historic model name

The decision to revive the historic Octavia name – originally used for a model produced between 1959 and 1971 – was taken during the development of a new vehicle. Work began in 1992, one year after Škoda Auto had joined the Volkswagen Group. Access to the Group's technology supported the development of a practical car styled by Dirk van Braeckel, then Škoda's Head of Design. Meanwhile, a new production facility in Mladá Boleslav raised annual capacity from 90,000 to 350,000 vehicles.

The first-generation Škoda Octavia liftback, with a 528-litre boot, was unveiled on 4 April 1996; series production began on 3 September that year. The Octavia Combi followed in March 1998 and was joined by an all-wheel-drive version in 1999, further expanding the model's versatility. The year 2000 saw the debut of the very first Octavia RS. It proved a true success story: in total, 1.44 million units were produced, and selected variants remained in production until 2010, even though the second modern Octavia generation had already been unveiled in 2004.

Subsequent generations build on the model's strengths

The second generation built on the Octavia's established strengths, offering even more interior space, with its boot capacity increased by 32 litres, along with enhanced practicality and new technologies such as the DSG dual-clutch transmission. By the end of production in 2013, 2.6 million units had been built.

Built from 2012 to 2020, the third-generation Škoda Octavia achieved a similarly strong production volume and introduced advanced driver assistance systems and technologies previously reserved for vehicles in higher segments. At the same time, it featured a lighter body, optimised TSI and TDI engines and a GreenLine version. This incorporated technologies designed to reduce fuel consumption and emissions, including special underbody panelling, brake energy recuperation and low-rolling-resistance tyres. The third modern Octavia generation received a major facelift in 2017, featuring a redesigned front end with split headlights, infotainment screens with a glass-design finish and upgraded assistance systems.

Fourth generation: Continuing a legacy of success

The current, fourth-generation Octavia made its debut in November 2019 in liftback and Combi body styles. Following an update in early 2024, it now offers further improved connectivity and safety, with up to ten airbags and driver assistance systems including Attention and Drowsiness Assist. A new algorithm helps assess the driver's level of fatigue more accurately.

The Octavia remains a popular choice among private and business customers across international markets and has received numerous prestigious international accolades, including multiple Best Cars awards and the Golden Steering Wheel.

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Video and media images



**Video: Škoda Octavia turns 30:
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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.