

Škoda Auto announces changes to its Board of Management

- › **Martina Biene, currently Chair and Managing Director of Volkswagen Group Africa, to become Škoda Auto's new Board Member for Sales and Marketing**
- › **Martin Jahn to become Member of the Board of Management of the Volkswagen Brand responsible for Sales, Marketing and After Sales, effective 1 October 2026**

Mladá Boleslav, 2. September 2026 – Škoda Auto today announced changes to its Board of Management: Martina Biene, currently Chair and Managing Director of Volkswagen Group Africa, will become Board Member for Sales and Marketing. She succeeds Martin Jahn, who will be appointed Member of the Board of Management of the Volkswagen Brand responsible for Sales, Marketing and After Sales in Wolfsburg. Subject to the necessary approvals, Jahn is also set to join the Škoda Auto Supervisory Board. The changes will take effect on 1 October 2026.

Klaus Zellmer, Škoda Auto CEO, says: "Over the course of his tenure, Martin Jahn has made an outstanding contribution to Škoda Auto's development and success. Under his leadership, we managed to become the second best-selling brand in Europe, successfully introduced our battery electric models, built an even more customer-centric sales organization with our Škoda typical human touch, introduced a new corporate identity that reflects our ambitions, and increased our brand value. On behalf of the entire company, I would like to thank Martin for his dedication, leadership and commitment to our customers, partners and colleagues. At the same time, I am delighted to welcome Martina Biene to Škoda Auto. Her pragmatic, customer-focused approach and valuable international experience will help us further strengthen Škoda's growing international footprint and continue our successful development in global markets."

Martina Biene joined Volkswagen in 2001. She has held various positions within the Volkswagen Group, including roles in strategy and sales of premium vehicles, Area Sales Manager for Belgium and Luxembourg, Head of Product Planning for Germany, Head of Global Product Marketing and Head of the Volkswagen Brand in South Africa. In August 2020, she was appointed Head of the Volkswagen Small and Compact Product Line. Since September 2022, she has served as Chair and Managing Director of Volkswagen Group Africa.

Martin Jahn has been with the Volkswagen Group for 20 years. He began his career at CzechInvest, the Czech government agency for foreign investment, in 1994 and became its CEO in 2000 after heading the agency's US operations in Chicago. From 2004 to 2006, he served as Deputy Prime Minister for Economic Affairs in the Czech Republic. In 2006, he

joined Škoda Auto in Mladá Boleslav as Board Member for Human Resources. In 2008, Jahn was appointed Managing Director of Volkswagen Group Rus in Moscow, Russia, where he was responsible for Group Sales. In 2010, Jahn became Managing Director of the Volkswagen Group's international fleet business in Wolfsburg, Germany, where he was responsible for managing global Group sales. From 2016, he worked in China as Executive Vice President for Sales and Marketing and Managing Director of the Volkswagen brand at FAW-VW. In March 2021, he rejoined Škoda Auto as Board Member for Sales and Marketing.

Contact**Jozef Baláž**

Head of Corporate Communications

jozef.balaz@skoda-auto.cz**Martin Vejdělek**

Spokesperson for

Production and HR

+420 604 292 431

martin.vejdelek@skoda-auto.cz**Media images****Martina Biene, new Board Member for Sales and Marketing**

Martina Biene, currently Chair and Managing Director of Volkswagen Group Africa, will assume responsibility for Sales and Marketing on the Board of Management of Škoda Auto from 1 October 2026.

Source: Volkswagen Group Africa



Martin Jahn, current Board Member for Sales and Marketing

Martin Jahn will be appointed Member of the Board of Management of the Volkswagen Brand responsible for Sales, Marketing and After Sales in Wolfsburg. He has been responsible for the department at the Czech car manufacturer since March 2021. Subject to the necessary approvals, Jahn is also set to join the Škoda Auto Supervisory Board.

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.