

Škoda Superb: 25 years of comfort, space and technical excellence

- › The modern Škoda Superb celebrates 25 years since its world premiere in 2001
- › Nearly 1.8 million Superb vehicles across four generations have been delivered to customers worldwide
- › The revival of the historic Superb name marked Škoda's return to the mid-size segment after more than five decades
- › The current generation offers state-of-the-art technology, outstanding comfort and widest range of powertrains ever offered in a Super

Mladá Boleslav, 11 September 2026 – Škoda Auto is celebrating the 25th anniversary of the modern Škoda Superb. Since its debut at the Frankfurt Motor Show on 11 September 2001, the model has become synonymous with comfort, generous interior space and advanced technology. Across four generations, the Czech car manufacturer has delivered nearly 1.8 million Superb vehicles to customers worldwide, making an important contribution to Škoda's international growth. Today's fourth-generation model offers the broadest powertrain portfolio in its history, including two plug-in hybrid variants with an electric range of around 120 kilometres.

Martin Jahn, Škoda Auto Board Member for Sales and Marketing, says: "For 25 years, the Superb has been winning over private and fleet customers alike. With nearly 1.8 million vehicles delivered to customers worldwide across four generations, it has become one of the key pillars of Škoda's success story. Today, well over half of all Superb vehicles are delivered as company cars. Across four generations, we have continued to develop the model while staying true to what our customers value most: generous space, comfort, practicality and modern technology. The latest generation carries these strengths forward with liftback and Combi estate body styles and the broadest powertrain portfolio in the model's history, ranging from petrol and diesel engines to mild-hybrid and plug-in hybrid options."

The return of a legendary name

The Superb name dates back to 1934, when the modernised Škoda 640 was given this nickname. Various Superb models were produced in several body styles until 1949, representing the pinnacle of the company's technical capabilities at the time. More than five decades later, Škoda revived the name with the launch of the first modern-generation Superb in 2001. With exceptional rear-seat space, a wide choice of engines and generous equipment levels, the model marked Škoda's return to the mid-size segment.

Four generations of progress

The first generation of the modern Superb established the defining attributes that continue to characterise the model today: comfort, space, practicality and elegant design. Introduced in 2008, the second generation featured the innovative TwinDoor rear-opening system. The range later expanded to include the popular Combi estate body style and all-wheel-drive variants. The third generation, unveiled in 2015, represented a major technological leap forward, introducing advanced connectivity, a broad range of driver-assistance systems and a significantly more expressive design language. In 2019, the Superb became Škoda's first production model available with a plug-in hybrid powertrain. The current fourth generation, introduced in 2023, builds on this success with further advances in comfort, safety and digitalisation. It features a redesigned interior with Škoda Smart Dials and a broad range of efficient petrol, diesel, mild-hybrid and plug-in hybrid powertrains.

Millions of customers worldwide

Since the launch of the first modern-generation Superb in 2001, nearly 1.8 million vehicles have been delivered to customers around the world. The model has become a key pillar of Škoda's international growth, helping to strengthen the brand's position in Europe and beyond. With its proven strengths, the Superb continues to appeal to private and fleet customers alike, as well as to government institutions, public authorities and police forces in numerous countries.

Contact**Vítězslav Kodým**

Head of Product Communications

+420 604 292 131

vitezslav.kodym@skoda-auto.cz**Jiří Brynda**

Product Spokesperson Superb

+420 730 865 212

jiri.brynda@skoda-auto.cz**Media Images****First modern-generation Škoda Superb (2001)**

The revival of the Superb name marked Škoda's return to the mid-size segment after more than five decades. The first modern-generation Superb offered outstanding interior space and a high level of comfort, laying the foundations for the qualities that continue to define the model today.

Source: Škoda Auto



Second-generation Škoda Superb Combi (2015)

The second-generation Superb expanded the range with the practical Combi estate body style and further strengthened the model's appeal to families and fleet customers. Its popularity was driven by its generous space, versatility and wide choice of powertrains.

Source: Škoda Auto



Third-generation Škoda Superb (2019)

The third generation represented a major technological leap, introducing advanced connectivity, a comprehensive range of driver-assistance systems and a more expressive design language. In 2019, the Superb became the first production Škoda model available with a plug-in hybrid powertrain.

Source: Škoda Auto



Fourth-generation Škoda Superb Combi (2023)

The current generation of the Škoda Superb builds on the legacy of its predecessors while taking comfort, safety and digitalisation to a new level. It features a redesigned interior with Škoda Smart Dials and a broad range of petrol, diesel, mild-hybrid and plug-in hybrid powertrains.

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.