

Škoda Auto and National Theatre extend partnership until at least 2029

- › Škoda Auto has extended its partnership with the National Theatre for a further three years, from 2026 to 2029
- › The partnership, which has continued uninterrupted since 1998, will see Škoda continue to support the theatre's activities and mobility needs
- › The partnership covers all National Theatre artistic ensembles and the venues at which they perform
- › Supporting culture has long been an integral part of Škoda Auto's corporate social responsibility

Mladá Boleslav, 16 September 2026 – Škoda Auto is extending its long-standing partnership with the National Theatre, one of the Czech Republic's foremost cultural institutions. The two organisations have worked together continuously since 1998, and their partnership will now run until at least 2029. The carmaker will continue to support the National Theatre's activities while also providing mobility through a fleet of vehicles on long-term loan. The partnership covers all four of the National Theatre's artistic ensembles – Drama, Opera, Ballet and Laterna magika – and their performances at its main venues.

Klaus Zellmer, CEO of Škoda Auto, says: "Škoda Auto is proud to support the National Theatre as a globally recognised centre of Czech culture. This partnership is one way we can share our success with our home country through the arts. I'm personally pleased we can contribute to helping the National Theatre further develop its artistic work and engage audiences across generations. Our partnership now spans almost three decades, and I am delighted that it will continue."

Jan Burian, Director General of the National Theatre, adds: "Partnerships that last almost three decades are about more than cooperation between two leading institutions. They reflect mutual trust and a shared belief that culture has an irreplaceable role to play in society. We greatly value Škoda Auto's long-standing support for the National Theatre and its commitment to helping us focus on what matters most – creating high-quality art and bringing it to the widest possible audience."

Nearly three decades of partnership

Škoda Auto and the National Theatre is a notable example of long-term collaboration between Czech industry and the cultural sector. Alongside financial support, Škoda Auto also provides mobility for the National Theatre. Eight vehicles on long-term loan meet the theatre's day-to-day mobility needs, supporting both its operations and the work of its

artistic ensembles. The partnership thus supports the National Theatre's work across all of its artistic disciplines and venues.

In 2025, the National Theatre staged more than 900 performances at its own venues and on tour, attracting more than 500,000 paying audience members. Through its partnership with the National Theatre, Škoda Auto engages an important target audience.

The National Theatre enters its 144th season

The National Theatre opened its 144th season a few days ago, with a programme spanning drama, opera, ballet and Laterna magika. Throughout the theatre season, audiences can look forward to new productions as well as returning favourites. Highlights include the operas *Rusalka* and *The Devil and Kate*, the plays *The Three Musketeers* and *Me and Twelfth Night*, and the ballets *L'Histoire de Manon* or *Sun, Moon and Wind*.

The National Theatre's artistic programme is presented at its main venues – the historic National Theatre building, the Estates Theatre and the State Opera. The National Theatre also includes the New Stage, where a major renovation began in March 2026 and is expected to take two years. Through this partnership, Škoda Auto supports ensembles that reach broad audiences through a wide range of genres and performances across the National Theatre's venues.

By extending the agreement, Škoda Auto is continuing a partnership that began in 1998 and has become one of the carmaker's longest-running cultural partnerships. The partnership will run until at least 2029, with Škoda Auto continuing to support the National Theatre and its artistic ensembles.

Preserving Czech cultural heritage and supporting its continued development have long been part of Škoda Auto's corporate social responsibility. For many years, the carmaker has therefore supported major cultural institutions and projects that help preserve Czech cultural traditions while bringing them to contemporary audiences.

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Media images



Škoda Auto extends partnership with the National Theatre until 2029

The partnership, which has run uninterrupted since 1998, will see Škoda continue to support the theatre's activities and mobility needs.

Source: Škoda Auto



A partnership spanning almost 30 years

The partnership covers all four of the National Theatre's artistic ensembles – Drama, Opera, Ballet and Laterna magika – and their performances at its main venues.

Source: Škoda Auto



The partnership covers all of the National Theatre's artistic ensembles

The carmaker will continue to support the National Theatre's activities while also providing mobility through a fleet of vehicles on long-term loan.

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.