

ŠKODA IN 2016: A RECORD-BREAKING YEAR



ŠKODA delivered more than one million cars for the third year in a row. It was the best year in the company's history.

YEAR 2015

1,055,500 CARS

YEAR 2016

1,126,500 CARS

YEAR 2016

GROWTH 6.7%

TOP REGIONS AND TOP 10 MARKETS IN SALES

WESTERN EUROPE DELIVERED CARS

2016 **454,000** → +5.4%
2015 430,900

CENTRAL EUROPE DELIVERED CARS

2016 **183,800** → +6.8%
2015 172,100

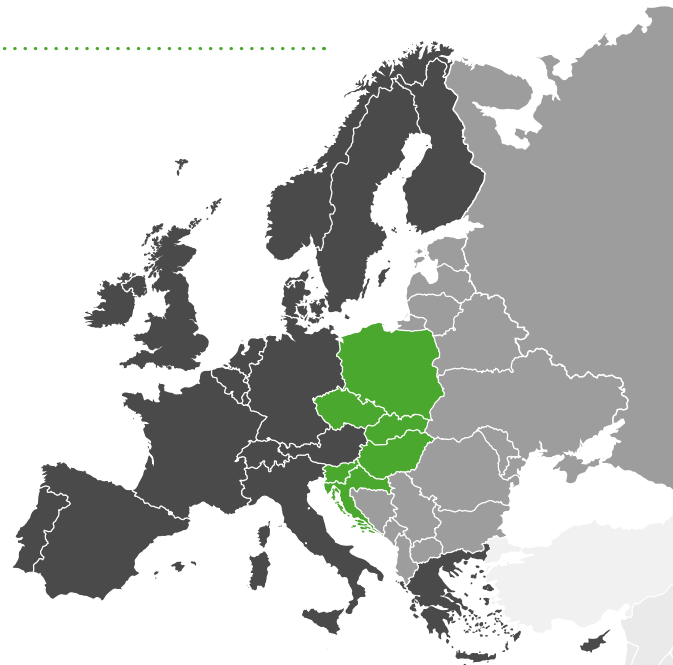
EASTERN EUROPE INCL. RUSSIA* DELIVERED CARS

2016 **90,400** → +3.1%
2015 87,700

CHINA DELIVERED CARS

2016 **317,100** → +12.6%
2015 281,700

China	317,100
Germany	165,200
Czech Republic	88,000
United Kingdom	80,300
Poland	56,200
Russia	55,400
Turkey	28,900
Spain	23,200
France	23,000
Austria	20,600



*Incl. markets in Kazakhstan and Middle Asia

ŠKODA IN 2016: A RECORD-BREAKING YEAR

TOP MODELS

OCTAVIA



.....
436,000

DELIVERED CARS

+0.8%

RAPID



.....
212,700

DELIVERED CARS

+9.4%

FABIA



.....
202,300

DELIVERED CARS

+5.2%

SUPERB



.....
138,900

DELIVERED CARS

+73.2%

YETI



.....
95,500

DELIVERED CARS

-4.0%

CITIGO



.....
40,700

DELIVERED CARS

+1.3%



A NEW STAR: KODIAQ

Hundreds of cars were delivered to customers in February 2017. SUV offensive of the ŠKODA brand continues with the new model.

ŠKODA IN 2016: A RECORD-BREAKING YEAR

ALL-TIME SALES RECORDS



Europe

Germany	165,200
United Kingdom	80,300
Poland	56,200
France	23,000
Belgium	18,900
Finland	11,100
Ireland	9,500
Norway	7,700
Slovenia	6,300
Estonia	3,000
Luxembourg	1,800
Island	1,100
Albania	300

Asia and Overseas

China	317,100
Australia	4,800
Taiwan	4,500
New Zealand	1,300

Rest of the World

Turkey	28,900
Israel	20,400
Tunisia	700

FINANCIAL RESULTS WITH RECORD REVENUE AND PROFIT

SALES REVENUE

2014 11.8 billion €

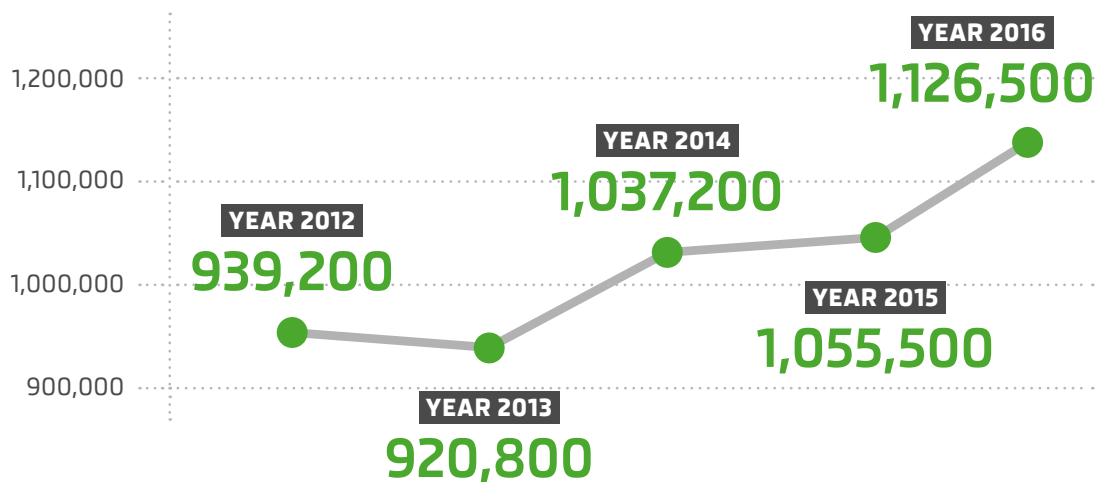
2015 12.5 billion €

2016 13.7 billion € +9.8%

		2016	2015	2014
Sales revenue	Mil. €	13,705	12,486	11,758
Operating profit	Mil. €	1,197	915	817
Return on sales	%	+8.7	+7.3	+7.0
Profit before tax	Mil. €	1,173	846	775
Profit after tax	Mil. €	951	708	665
Investments	Mil. €	548	591	698

ŠKODA IN 2016: A RECORD-BREAKING YEAR

ŠKODA SALES IN LAST 5 YEARS



DID YOU KNOW...?

ŠKODA OCTAVIA has been named "The best imported compact car in Germany" for the third consecutive time by readers of "auto motor und sport" magazine. ŠKODA SUPERB has been shortlisted for both "Car of the Year (COTY) 2016" and "World Car of the Year 2016" (WCOTY).

DID YOU KNOW...?

19 mil. vehicles



In August 2016, ŠKODA OCTAVIA became the fifth top selling car in Europe for the second time. In the Czech Republic, ŠKODA has been the top selling brand for 80 years in a row. In December 2016, ŠKODA produced their 19 millionth vehicle. The jubilee car was ŠKODA FABIA.

DID YOU KNOW...?



In 2016, ŠKODA OCTAVIA celebrated its 20th anniversary. Over the two decades, ŠKODA OCTAVIA has become a worldwide hit. More than 5 million cars were sold. ŠKODA SUPERB had its fifteenth "birthday" last year: it has been the top-of-the-line model since 2001.

FOR MORE INFORMATION

