

A MILESTONE FOR ŠKODA AS A CAR MAKER:

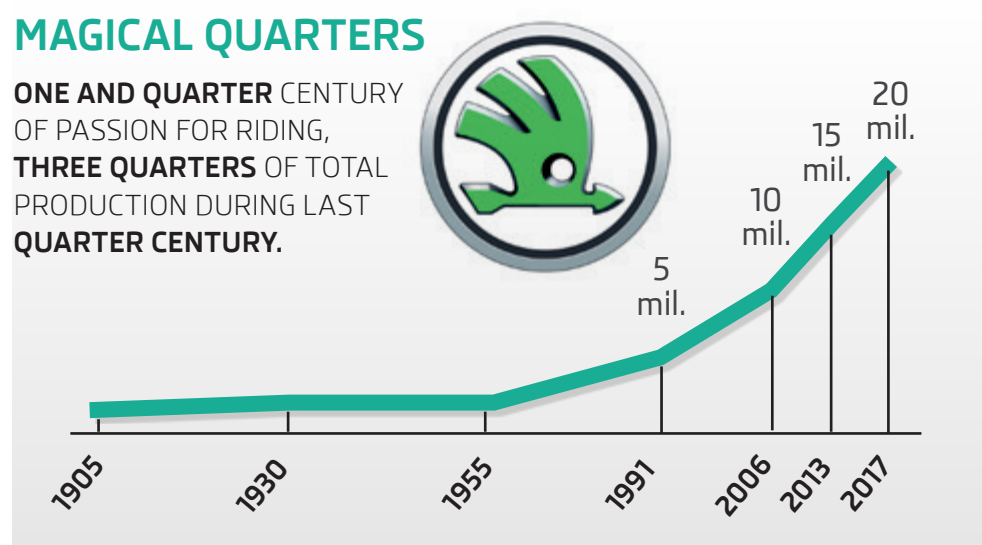
20 MILLION CARS MANUFACTURED

122 YEARS FILLED WITH THE PASSION FOR DRIVING; GROUND-BREAKING PROJECTS IN THE NEAR FUTURE

In 1895, Laurin and Klement founded their bicycle factory and soon expanded their operations with motorcycle production. In 1905, the first car made by the brand Laurin & Klement saw the light of day: the Voiturette A, a compact two-seat model with a 7 HP engine. **This marked the beginning of the success story of automobile production in Mladá Boleslav.** In the 1920s, the company was in search for a strong partner to secure new growth, and in 1925 it was sold to Pilsen-based industrial giant Škoda Works.

MAGICAL QUARTERS

ONE AND QUARTER CENTURY OF PASSION FOR RIDING, THREE QUARTERS OF TOTAL PRODUCTION DURING LAST QUARTER CENTURY.



In the 1950s and 60s, ŠKODA introduced a number of new and attractive models such as the OCTAVIA, FELICIA and 1000 MB. Another turn of events appeared in the 1980s when the car maker was in dire need of a new model. Intense development work started in 1983 and the result was introduced early on in 1987 in the form of the all-new ŠKODA FAVORIT, the brand's first front-engined model with front-wheel drive. After the revolution in 1989, the company searched for a strategic partner abroad to expand its growth, which resulted in the **signing of an agreement with Volkswagen in 1991.** The first result of this partnership was introduced in 1994: the popular ŠKODA FELICIA enjoyed a run totalling 1.5 million sold units, which has made it one of the top three best-selling ŠKODA models to date.

BEST-SELLING MODELS

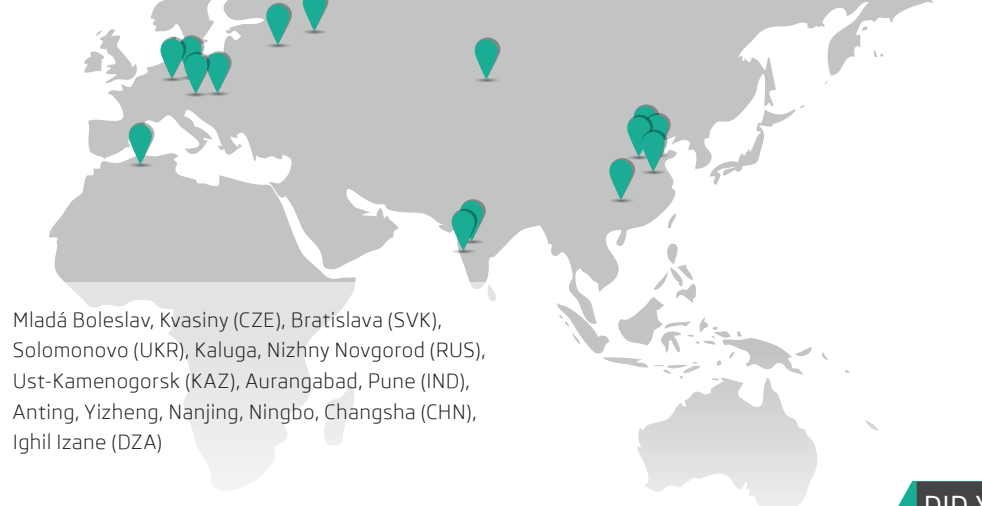
A STRONG LEADING POSITION FOR THE OCTAVIA DUE TO ITS GLOBAL SUCCESS



Another revolutionary model, the ŠKODA OCTAVIA, was introduced in 1996, followed shortly by the successful ŠKODA FABIA. **In reaction to continuously growing sales,** the Czech car maker expanded its production capacities to include foreign plants in such locations as China, India, Russia, Kazakhstan, and recently Algeria. Over the past decade, ŠKODA has considerably expanded and completely rejuvenated its model line-up. In 2016, the new full-size SUV ŠKODA KODIAQ laid down the foundations for a new era, followed this year by its smaller sibling, the KAROQ.

15 PRODUCTION PLANTS AROUND THE WORLD

IN REACTION TO GROWING DEMAND, ŠKODA CONTINUES TO EXPAND ITS PRODUCTION CAPACITIES EACH YEAR ROK OD ROKU ZVYŠUJE SVOU VÝROBNÍ KAPACITU



As part of Strategy 2025, ŠKODA will introduce five battery electric vehicles in the next five years. The route ahead for one of the oldest car manufacturers in the world was **outlined by the ŠKODA VISION E concept,** which was introduced at the Frankfurt auto show in modified.



KEY STEPS ON THE PATH TO THE 20-MILLIONTH MILESTONE

1895

Václav Klement and Václav Laurin open a workshop for bicycle production and servicing. Their bicycles carry the "Slavia" name and soon earn a strong reputation both home and abroad. They soon start to develop their own engines, first for powering motorcycles and later on also cars.

1905

After the first prototypes from the turn of the century, L&K launch the production of their first series vehicle, the Voiturette A, soon followed by other models.

1925

Merger with Škoda Works, an industrial giant in Pilsen. One year later, ŠKODA registers its trademark, the same which we know today.

1957

Despite the difficult situation, a number of iconic models are introduced, including the main star of the period, the FELICIA, formerly known as the ŠKODA 450.

1964

Premiere of the ŠKODA 1000 MB, a modern design with unibody construction and a rear engine position. Its 1.0l four-cylinder engine was produced by using a unique technology for the pressure casting of aluminium.

1987

Launch of the FAVORIT model, a modern front-engine hatchback with front-wheel drive, which was received with great excitement, in part due to its elegant body designed by studio Bertone. It remained in production until 1995 with more than a million units made of the hatchback FAVORIT and FORMAN estate versions.

1991

Czech government officials and VW Group representatives sign an agreement on 28 March 1991 which merges the car maker "ŠKODA, joint-stock company" with the Volkswagen Group. The document comes into effect on 16 April 1991. The logo is changed two years later: blue is replaced by green, and the emblem is encircled and carries the name of ŠKODA AUTO.

1996

A ground-breaking moment: the new ŠKODA OCTAVIA is launched as the second model in line based on a newly introduced VW Group platform. It soon becomes a popular car in many European markets and later on around the whole world.

2009

ŠKODA becomes the highest-selling imported brand in the tough German market, an important position which it has retained until today. ŠKODAs are sold in more than 100 countries around the world. The YETI is introduced in the same year as the fifth model in the line-up and the first SUV of the brand.

2013

ŠKODA celebrates the production of its 15 millionth car since 1905. One year later, it sells more than 1 million cars per year for the first time in history and continues to accelerate its output.

2017

ŠKODA manufactures the 20-millionth vehicle in its long history. Thanks to its new SUV models, including the newest KAROQ, it offers the largest line-up of models so far and continues to break sales records month after month.

DID YOU KNOW THAT?

TOP ENGINES

The company introduced its first eight-cylinder engine as early as 1907 at the Paris auto show. In the 1920s, other eight-cylinder engines followed, and a unique twelve-cylinder engine was manufactured for the aviation industry.

DID YOU KNOW THAT?

NUMBER 1 FOR 80 YEARS

ŠKODA became the best-selling manufacturer in its home market as early as the 1930s. Since 1936, it has never left its position as the sales leader, a unique feat on a global scale.

DID YOU KNOW THAT?

MYSTERIOUS LOGO

The meaning of the ŠKODA logo remains shrouded in mystery. The winged arrow supposedly signifies progress and an outlook into the future. Another take on the story says that the feathers are a native American headband.