



ŠkodaMobil

Dear Reader,

It looks like most part of India is engrossed in a balancing act of enjoying the rains at the same time grappling with the damp discomforts that the monsoon brings with it. In the hustle and bustle of daily life, the typical monsoon joy of long un-ending drives become a necessity for city-goers. Keeping that in mind and our customer who would like to enjoy the rains uninterrupted, Škoda Auto had organized a Pre-Monsoon Campaign across all dealerships in India. This year we increased the check-up points from 20 to 30.

While the monsoon is a perfect time to get into our cars and drive off to a wet weekend getaway, the recent hike in the fuel prices may prove to be a dampener. The Finance Minister's firm, "No question of a rollback", implies that the hike is here to stay. In such times, efficient driving becomes the order of the day.

ŠkodaAuto also contributed to 'World Environment Day' by organizing a 'Free Pollution Check Up' campaign. The campaign saw a phenomenal response as customers lined up at dealerships to support us in doing our bit for the environment.

In a unique way to reach out to Škoda enthusiasts, we recently organized a first of its kind Tweet-up session in Delhi. It helped us to connect with bloggers, car enthusiasts, active tweeters, social networkers more so our esteemed customers. Gathering from the discussions at the event, you will be happy to know that the soon-to-be-launched Skoda Yeti has already generated a lot of interest and buzz in key markets and others.

ŠkodaAuto's success in India has been a result of our constant endeavor to provide the best to our customers. We continue to impress with staggering sales figures. ŠkodaAuto India witnessed a 30% and 43% sales growth for the month of May and June respectively.

We thank you for your constant support and your continued patronage. We look forward to bringing to you the much awaited products and exciting events in the months to come. And, please, direct any complaints to customercare@skoda-auto.co.in and hit me with your best shot: I'll try my best to listen.

Wishing you joyous drives this monsoon...

Thomas Kuehl

Member of the Board – Sales and Marketing

ŠkodaAuto India

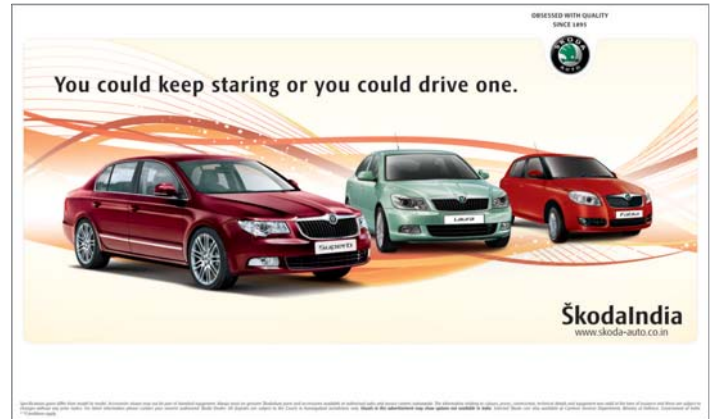




ŠkodaAuto India posts record sales growth of 43% in June, 2010

ŠkodaAuto India announced a sales growth of 43% for the month of June 2010 over the same period last year. ŠkodaAuto India's total sales for June 2010 stood at 1638 units against 1145 units in June 2009.

Speaking on the achievement Mr. Thomas Kuehl, Board Member, Sales and Marketing, ŠkodaAuto India said "Our commitment to quality and superior technology has enabled consumers to see value in our offering and that is evident from the growth figures for the first half of 2010. We are delighted to see this growth and extremely positive about continuing this growth trend. At ŠkodaAuto, we are constantly engaging with our customers and looking to enhance their experience through after sales and customer care. We are at a threshold of a very exciting period, as in addition to the existing fleet we will be entering new product categories and launch new cars. Our objective has always been to offer the best 'money for value' proposition across each category along with the ŠkodaAuto promise of roominess, solid built & safety."

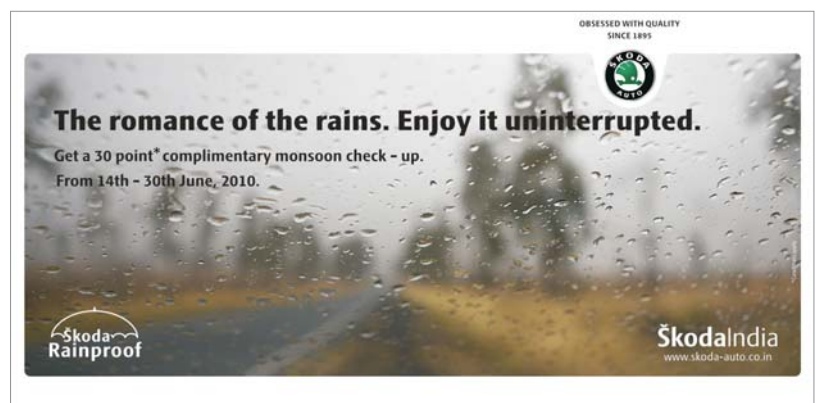


ŠkodaAuto India achieved a record sales growth of 30% in May 2010

ŠkodaAuto India announced a sales growth of 30% for the month of May 2010. ŠkodaAuto India's total sales for May 2010 stood at 1381 units against 1062 units in May 2009. Speaking on the achievement Mr. Thomas Kuehl, Board Member, Sales and Marketing, ŠkodaAuto India said "Our success is a result of ŠkodaAuto's commitment towards our customers to provide them with the latest technology, superior built- quality and comprehensive after sales services enhancing the ownership experience. In line with our commitment to customers ŠkodaAuto India inaugurated its 3S dealership in Trivandrum last week catering to the complete portfolio of customers needs – all under one roof."

ŠkodaAuto India initiated its Pre- Monsoon Campaign

ŠkodaAuto India organized a 'Pre- Monsoon Campaign' at all their dealerships across India from 14th June to 30th June (All states except Tamil Nadu) and 14th August to 31st August (For Tamil Nadu). In line with ŠkodaAuto's commitment to its customers, the Pre- Monsoon Campaign offered an enhanced customer experience. The campaign offered a 30 point Check Up where the cars underwent exclusive rain care related checks apart from cleaning of the plenum chamber, pollen filter, inspecting the tyre pressure and wheel alignment, brake pads, wiper functions, lights and many more. The car were examined thoroughly and made ready for the monsoon, so that Škoda customer would have safe & hassle free driving.



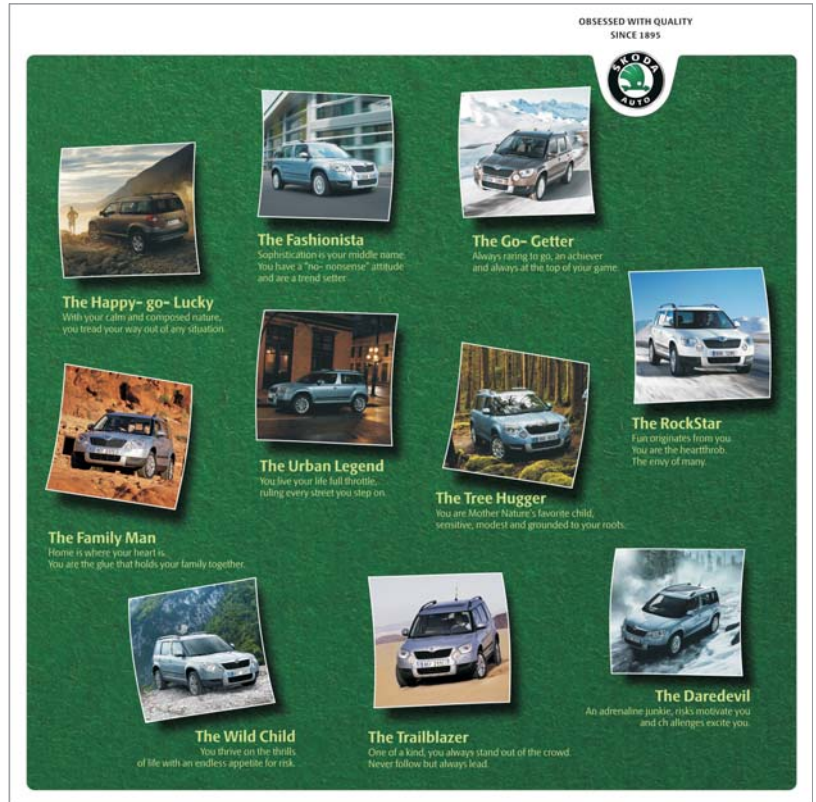


“Škoda tweet up” celebrated the preview of Škoda YETI - A first of its kind online- meet- offline meet

ŠkodaAuto India, hosted a first ever Škoda Tweet up session - which saw online Bloggers, car enthusiasts, active tweeters and social networkers come together in an unusual online meets offline gathering to discuss about the nations most eagerly awaited SUV, the Škoda Yeti. Yetival - the first ever tweet up session for automobile enthusiasts in the city provided an excellent opportunity for bloggers from various walks of life to meet each other offline. Škoda enthusiasts had more reason to smile as they explored ŠkodaAuto's upcoming SUV Yeti displayed at Arshia Motors, Connaught Circus.

At this informal meet-up Škoda enthusiast and automobile aficionadoes got a first hand touch and feel of the soon to be launched Škoda Yeti. The event provided a great opportunity for all online car-enthusiasts to come together and discuss their favorite SUV Škoda Yeti. Earlier at the Auto Expo 2010 the Škoda Yeti had generated great amount of curiosity and it continues to have a huge fan following across India. Bharat Iyer (An avid Škoda Enthusiast and an online blogger) said “I am excited with this first ever online users

meet organized by Škoda - it is a great platform to meet like minded online bloggers and discuss our passion for cars. I just cannot wait for the Yeti to be launched in India. I fell in love with the Yeti on display. I was one of the first ones to catch the glimpse of Škoda Yeti at AutoExpo 2010 and this event helped to further understand the vehicle in-depth, it is the SUV I have been waiting for.”



ŠkodaAuto India spearheaded the awareness campaign on World Environment Day; offered free PUC check for all

ŠkodaAuto India announced a two day long 'Free Pollution Check Up' campaign on the occasion of 'World Environment Day'. The 'Free Pollution Check Up' campaign aimed at spreading awareness about environment, was held on 5th and 6th June at all Škoda dealerships across India. ŠkodaAuto India is the first automobile company to initiate a “Free Pollution Check” camp for all customers across India celebrating the World Environment Day. Speaking about the initiative Mr. Thomas Kuehl, Member



of the Board, Sales and Marketing, ŠkodaAuto India said “ŠkodaAuto's environment friendly approach to development and production of new vehicles and after sales services are an integral part company's business strategy. The 'Free Pollution Check Up' campaign is in sync with our commitment towards caring for the environment.”



Twin Celebrations at Torque Automotive Pvt. Ltd.

Torque Automotive Pvt. Ltd. a premier dealership of ŠkodaAuto India, concluded its 5000 Smiles Celebration Offer at the Marriot among patrons and guests. On the occasion of the twin celebratory moment - 5000 satisfied customers and successful competition of eight years in Gujarat, Mr. Kuren Amin – Principle Dealer, Torque Automotive Pvt. Ltd along with Mr. Ashutosh Dixit – Senior General Manager, ŠkodaAuto India announced the winners of the offer. Mr. Rohan Agarwal was declared the 1st Lucky winner of the 5000 Smiles Celebration Offer and was handed over the keys of a brand new Škoda Fabia by Mr. Dixit amidst much anticipation and excitement. Speaking on the occasion Mr. Kuren Amin said: "We would like to thank all our loyal customers and ŠkodaAuto for their tremendous support, which has enabled us to build successful relationship with 5000 customers over the span of eight years." Addressing the crowd Mr. Ashutosh Dixit said, "We would like to congratulate Torque Automotive Pvt. Ltd on achieving a milestone of 5,000 customers. It is a proud moment for all of us and we hope it continues in the further as well."



ŠkodaAuto India extended its global quality standards to Trivandrum, inaugurated a 3S facility - Marikar Engineers



ŠkodaAuto India inaugurated Marikar Engineers Sales, Service and Spares (3S) dealership in Trivandrum, Kerala. The 18,000 sq feet Marikar Engineers is specially designed to meet Škoda's global standards in quality to bring unmatched sales and service to customers in Kerala. At the opening of the dealership Mr. Thomas Kuehl, Board Member, Sales and Marketing, ŠkodaAuto India said: "It is a great delight to inaugurate the Marikar Engineers 3S dealership here in Trivandrum. Kerala it is a step ahead in our constant endeavour to provide global

quality standards to our customers. Marikar Engineers commitment to quality and service will deeply strengthen our relationship with customers in the region." Mr. Zulfiqar Marikar, Dealer Principal of Marikar Engineers, said: "Marikar Engineers is proud to be associated with ŠkodaAuto India, and are extremely grateful for their continuous support which helps us serve the customers of Kerala. We are absolutely committed to providing a premium buying experience and superior customer care."

ŠkodaAuto India honoured with a "Silver Safety Award" at the Greentech Safety Award

ŠkodaAuto India was honoured with "Silver Safety Award" by Mr. Kamleshwar Sharan – President of "Greentech Foundation" at Goa. The award acknowledged ŠkodaAuto's consistent and distinguished efforts in automobile sector for the measures adopted in the area of Safety and Health. ŠkodaAuto India participated along with 490 other contestants in three categories (Small, Medium &



Large) Scale Industries from across the country for the Greentech Safety Award for the Year. After initial screening; selected 90 companies were given an opportunity to make presentation during Technical Discussion with the Greentech Award Panel Members.