



ŠKODA AND IIHF WORLD CHAMPIONSHIPS SET WORLD RECORD

**“LONGEST MAIN SPONSOR OF WORLD CHAMPIONSHIPS IN SPORTS HISTORY” OFFICIALLY
ACKNOWLEDGED BY “GUINNESS WORLD RECORDS™”**

Aurangabad, 11th May 2007: The partnership of Škoda Auto a.s and IIHF World Championships is making history in 2007, Škoda Auto is the Official Main Sponsor of IIHF World Championships in the 15th consecutive year. Never in history has any commercial partner in any sport supported World Championships longer as a Main Sponsor. This is now officially approved and acknowledged as a world record by GUINNESS WORLD RECORDS™.

Škoda a.s is a world record holder now and with this longest main sponsorship of World Championships ever in sport history has made contribution to raising IIHF World Championships to today's outstanding level. Those 15 years have also been showing that teaming up with Škoda Auto's uniqueness, our partners can safely count on, just as every customer can rely on the quality of our cars. Of course, Škoda also benefits from this record-crowned partnership: IIHF World Championships with their enormous media attention are helping Škoda to carry the name of the brand to sport fans all over the world and to share in the highly positive image of Ice Hockey. The co-operation that the IIHF and Infront have with Škoda is a role example of commercial partnership. It is based on mutual values, common goals and also a great interest in the game.

It is a fundamental of good sponsorship that it takes time to achieve all defined objectives – sport and sponsor can grow together, creating a property that becomes much more valuable over time. This has proved especially true with the long-term relationship of Škoda, the IIHF World Championship and Infront.”

The record will actually be very difficult to beat, because Škoda Auto has already committed to remaining a Main Sponsor of IIHF World Championships until at least 2011.

The official inauguration of Škoda Auto into the GUINNESS WORLD RECORDS™-Book will take place on the 12th of May 2007 on the occasion of a reception in the Czech Embassy in Moscow.

