



For immediate Publication

SkodaAuto India bags seven Prestigious Auto Awards

~ The all new Skoda Superb bags 5 and the new Skoda Laura bags 2 coveted awards ~

Awards for the all new Skoda Superb:

1. **Best Sedan of the Year** – Auto Bild India Golden Steering Wheel Awards 2010
2. **BS Motoring Executive Car of The Year 2010** - Business Standard Motoring Awards 2010
3. **Entry Premium Car of the Year** - NDTV Car & Bike Awards 2010
4. **Executive Sedan of the Year** - ET Zigwheels Awards 2009
5. **Best Fun to Drive Car of the Year** - ET Zigwheels Awards 2009

Awards for the new Skoda Laura:

1. **Best Variant of the Year** – Auto Bild India Golden Steering Wheel Awards 2010
2. **Midsized Car of the Year** – Overdrive - CNBC TV18 Awards 2010

Mumbai, January 09, 2010: SkodaAuto India, a fully owned subsidiary of SkodaAuto a.s., Czech Republic, has begun the new year 2010 in style by winning seven coveted awards of the auto industry. Skoda has been honoured with two prestigious ‘Golden Steering Wheel Awards 2010’, two ‘ET Zigwheels Awards 2009’ and one award each from ‘The Business Standard Motoring Awards 2010’, ‘NDTV Car & Bike Awards 2010’ and ‘Overdrive - CNBC TV18 Awards 2010’.

Skoda’s flagship product the all new Skoda Superb brought home the prestigious ‘Best Sedan of the Year award’ at Auto Bild India Golden Steering Wheel Awards 2010. The Superb has been awarded as the ‘Best Fun to Drive Car of the Year’ as well as the “Executive Sedan of the Year’ by ET Zigwheels Awards 2009. At the Business Standard Motoring Awards 2010, the all new Skoda Superb has been honoured as the “BS Motoring Executive Car of the Year 2010’. Superb has also been adjudged as the “Entry Premium Car of the Year”.

The new Skoda Laura successfully continued its perfect 10/10 drive with accolades at the prestigious Overdrive - CNBC TV18 Awards 2010 as the ‘Midsized Car of the Year’ and at the Auto Bild India Golden Steering Wheel Awards 2010 as the ‘Best Variant of the Year’.

Delighted with the awards, **Mr Reinhard Fleger, Member of the Board, Sales and Marketing, Skoda Auto** said, “We are proud and privileged to have received these prestigious awards for both our sedans, the new Skoda Laura and the all new Skoda Superb. It is a great beginning of the new year for all of us.”

Adding on the achievements **Mr. Thomas Kuehl, Board Member, Sales and Marketing, SkodaAuto India** said “It is an extreme proud moment for us as all Skoda Products introduced to the Indian market





have been adjudged as winning models in their respective segments. This year, the all new Skoda Superb and new Skoda Laura have received an overwhelming response not only from our esteemed customers but also from media across the world. Since the launch of these two models last year, Skoda Auto India's sales have surpassed our expectations. We are delighted to receive these prestigious awards and would like to thank our customers and channel partners who have supported and shown trust in our brand and products."

The all new Skoda Superb - 7 star experience

The all new Skoda Superb offers the complete package - advanced styling, luxurious interiors draped in fine nappa leather, laden with wood and chrome, enhanced safety and comfort in addition to its time-tested quality and reliability. The Superb performs admirably on road and sports a host of intelligent features like the Adaptive Frontlight System, Traction Control System, Electric Sunroof, Parktronic – front and rear park distance control and the patented Twin door boot system.

The New Skoda Laura – 10/10 drive experience

The new Skoda Laura is recognized for its powerful engine which performs to thrill with best-in-class power with highest top speed and class leading torque for top acceleration and unique-in-class 6-speed manual transmission. Perfect handling, directional stability and enhanced braking ability have always been the hallmark of every Skoda automobile and are mirrored in the new Skoda Laura as well, soaring high on the design, safety, security, comfort, and convenience aspects. The New Skoda Laura accelerates on these features assuring the customers a perfect 10/10 driving experience.

About SkodaAuto India: Skoda has been operating in India since November 2001 as a subsidiary of SkodaAuto a. s. Czech Republic (Volkswagen Group), one of the fastest growing car manufacturers in Europe. It has set up a state-of-the-art manufacturing facility in Shendra near Aurangabad, Maharashtra. The facility is spread across 300,000 sq. mt. SkodaAuto India has 4 models on sale in India – Skoda Superb, Skoda Octavia, Skoda Laura and Skoda Fabia. Skoda Auto India has a network of **65 dealerships** across the country and has sold **over 80,000 units** since November 2001.

Skoda Auto India Official Website: www.skoda-auto.co.in

For further information, please contact:

Head Corporate Communications

Sunil Gate - sunil.gate@skoda-auto.co.in

Megha Verma – megha.verma@skoda-auto.co.in

Perfect Relations

Santosh Setty- 98923 04567

ssetty@perfectrelations.com

