



SKODA Auto India registers a growth of 43 % in November 2011

- > **Records total sales of 2627 units in November 2011**
- > **Booking of over 1600 rapid in the initial few days**
- > **Introduces Online Booking Engine**

Mumbai, December 01, 2011 - SKODA Auto India, a fully owned subsidiary of SKODA Auto a.s., Czech Republic today announced a growth of **43%** for November '11 over the same period last year. SKODA Auto India's total sales for November'11 stood at **2627** units against **1841** units for November '10.

Mr. Thomas Kuehl, Board Member, Sales and Marketing, SKODA Auto India said, "We have recently entered the most competitive C segment in India with the Rapid and expect it to become the bestseller within the SKODA family. We already have over 1600 bookings so far and the response to the Rapid has been phenomenal. We are excited and confident about our plans and promise to offer the best value to our customers."

SKODA is looking towards the Indian market to contribute considerably towards the global sales figures. SKODA Auto India has introduced its new model Rapid on November 16th 2011 in the most competitive C segment. The Rapid is a car made for Indian roads manufactured at SKODA's Chakan facility. It is a car "made in India and made for India." India is also the first market to see the launch of SKODA Rapid as part of SKODA Auto a.s. global limousine strategy.

SKODA is the first automotive brand in the country to bring transparency in the buying process through its unique customer web portal. The SKODA Rapid can be booked and tracked online through the company owned online portal. SKODA had received 18 bookings for the Rapid within one hour of the commencement of the Online Booking Engine.

SKODA is working on their dealership network and after-sales service to enhance customer experience while reaching out to a larger section of customers across the country. SKODA currently has 90 dealerships in India, and expects to have about 100 by the year end.