



Rapid marks SKODA's entry into the popular C segment

- > It will be priced at Rs. 6.75 lakhs ex showroom Delhi
- > India is the debut market for SKODA Rapid
- > Launch of the Rapid reinforces SKODA's commitment to the Indian market
- > It is a made in India and made for India car

Delhi, 16th November, 2011: SKODA Auto India launched its much awaited C segment sedan **SKODA Rapid** in India today. With superior quality design and exclusive features tailor made for the Indian market, the Rapid will be available at a price of Rs. 6.75 lakhs ex showroom Delhi. Symbolizing SKODA's brand value – "Simply Clever", the Rapid is ideal for the Indian streets with an attractive design, ample space, excellent safety equipment and modern proven technology. With this offering, Rapid is expected to become the cornerstone for brand SKODA in India.

The Rapid has been created keeping the Indian customer in mind and marks SKODA's entry in the extremely important C segment. It is a comfortable car for the family with an elegant design, ensuring an efficient drive. The Rapid will be produced at the group's Chakan plant in Pune.

With the central philosophy of "Clever engineering with a human touch" and the attitude of "Listen closely to customers' wishes", SKODA also unveiled its new corporate identity with a young, fresh and precise logo in India.

"SKODA Auto India marks a crucial milestone in India with the launch of Rapid. We intend to strengthen our presence in the highly competitive C segment in the country with this launch. We are confident that this car will become the cornerstone for the SKODA brand in India. It's distinctly fresh, young, smart and clear-cut design makes Rapid a well-balanced car and therefore successfully fills the gap between SKODA Fabia and the current Laura", Mr. Thomas Kuehl, Member of the Board & Director, Sales & Marketing, SKODA Auto India commented.

The typical buyers in this segment are people who have succeeded in their profession on their own. The Rapid customer loves driving and wants the tactile feel of a well-engineered, solid, comfortable car. These people are self-confident, they have high expectations of the car they buy, and they demand quality and performance; while at the same time valuing an optimum cost of ownership.

Mr. Thomas Kuehl further added, "The Rapid is positioned as a family car, compact enough for the city and spacious enough for longer trips. Our plans for the Rapid in India are fairly ambitious, given that we expect it to become the bestselling car in our model line-up in India, in the near future. We aim to penetrate in the competitive C segment and have an advantage over our competitors with our high quality design and unique features for the Indian market."

SKODA currently has 90 dealerships in India, and expects to have about 100 by the year end.



SKODA Rapid Prices

SKODA Rapid variants	Prices (in Rs)	
	Ex Showroom Maharashtra	Ex Showroom Delhi
Active 1.6 MPI MT	662,363	675,000
Ambition 1.6 MPI MT	695,717	709,000
Elegance 1.6 MPI MT	784,007	799,000
Ambition 1.6 MPI AT	793,818	809,000
Elegance 1.6 MPI AT	882,108	899,000
Active 1.6 TDI CR	780,084	795,000
Ambition 1.6 TDI CR	813,437	829,000
Elegance 1.6 TDI CR	901,728	919,000

SKODA Rapid specifications

- Available in petrol version with manual and automatic transmission
- Available in diesel version with manual transmission
- Available in three variants – Active, Ambition and Elegance
- Available in five colours – brilliant silver, candy white, cappuccino beige, deep black pearl and flash red
- 4386 mm in length, 1699 mm in width and 1466 mm in height, wheel base of 2552 mm and ground clearance of 168mm.
- 1.6 litre petrol engine with maximum power of 77kW(105PS)@5250rpm and maximum torque of 153Nm@3800rpm
- 1.6 litre diesel engine with maximum power of 77kW(105PS)@4400rpm and maximum torque of 250Nm@1500–2500rpm

'Simply Clever' solutions

- Front passenger seat adjustment from rear seat using ergo-lever
- Anti-pinch windows
- One-touch operation for electrically adjustable windows
- Adjustable dual rear air-conditioning vents
- Security code for audio player
- Height and Length adjustment for steering wheel
- Foldaway cup holders
- Rough Road package

Key Product content

- Driver & front passenger airbags
- ABS (Anti-lock Braking System)
- Skoda 2-DIN integrated audio player w/ aux-in socket + SD/MMC data card reader
- Front passenger seat adjustment from rear seat
- Height & length adjustable steering wheel
- Climatronic - automatic air conditioning w/ electronic regulation of cabin temperature
- Adjustable dual rear air-conditioning vents on rear centre console
- Remote controlled central door locking w/ comfort operation of electric windows



- Electrically adjustable external mirrors
- Multi-function information display