



SKODA's strategy: focussed on India

- > Sales increase by 15 percent to around 875,000 cars in 2011
- > Indian sales up 50 per cent to 30,005 units in 2011
- > New Rapid saloon to open up largest segment in Indian market for brand
- > SKODA marks ten years of success in India

New Delhi/Mladá Boleslav, January 5th, 2012 –SKODA is determined to continue strong growth worldwide and to improve its favourable position in India, officials of the Czech company said at New Delhi AUTO EXPO 2012.

In 2011, SKODA's worldwide sales results based on preliminary figures increased by around 15 percent to around 875,000 vehicles, marking an all-time high. In India, SKODA's sales grew to 30,005 units, up 50 percent as against the previous year. This is yet another record performance for SKODA on the Indian market. In aiming for additional growth in coming years, the company says its new Rapid compact saloon, introduced a few weeks ago, is to play a central role.

Under its "2018 Growth Strategy", SKODA aims to increase its global sales markedly to at least 1.5 million per year. In achieving this, emerging markets in general and India in particular will be pivotal. "SKODA is on track for growth worldwide. In our view, the largest potential is mainly in growth markets such as India, Russia and China. Our plans are definitely focussed on the Indian market," says SKODA CEO Prof. Dr. Winfried Vahland, adding: "We are putting our gas foot down in India and are set to keep on raising our sales here."

New Rapid plays important role in Indian growth segment

For SKODA, 2011 has turned out to be the most successful year in company history, with this traditional Czech brand posting growth in all regions and increasing market shares.

In India, SKODA not only increased sales by 50 percent to 30,005 units, SKODA's market share in India also grew to 1.31 percent. The company says it is determined to take full advantage of this growth trend in the Indian market.

In doing so, the company is placing great importance on its new Indian compact saloon called SKODARapid, which was introduced in late 2011. The Rapid is SKODA's first foray into the Indian market's largest segment. Production at SKODA's Pune plant makes the Rapid a car built in India and for India. The car is SKODA's answer to growing demand in India for spacious yet compact cars.

"We are convinced that the new Rapid corresponds well to meet the customers' needs in India, and the car will adopt a prominent role in its segment," says Jürgen Stackmann, SKODA's board member in charge of sales and marketing. "The Rapid offers excellent value and is the perfect car especially for families," Stackmann adds.

Rapid wins award: 'Family car of the year'

The fact that the Rapid was chosen 'Family car of the year' would seem to underscore Stackmann's comments. The car was selected for the award by respected **car**



magazine 'Top Gear India,' and rightly so: the Rapid's ample interior space, pleasant design and top-of-the-line safety features as well as cutting-edge technology all combine to make this a car a impressive example of SKODA "Simply Clever" brand promise taking to the road.

At 4.39 meters long, 1.70 meters wide and 1.47 meters high, the Rapid fits in between the Fabia and Laura/Octavia models. SKODA's youngest automobile offspring spoils its occupants with extremely generous interior space: five full-size seats for drivers and passengers, abundant leg and headroom and a 480-litre boot volume each contribute to all five passengers travelling relaxed and in comfort. "The Rapid is a car for the whole family and for a host of purposes; it is compact enough for the city and roomy enough for longer trips. It's an all-round talent, a real SKODA," says Prof. Vahland.

Clear design, attractive power plants

Representing essential elements of SKODA's new form vocabulary, the car's clear design is convincing. The Rapid's perfect proportions and precision, its cleanly shaped surfaces, crisp lines and distinctive presence make for a captivating personality. This is just as true of the interior: a tidy cockpit layout, easy-to-read instruments and gauges and absence of clutter all create a permanent feeling of well-being on board.

The Rapid is available with both petrol and diesel engines with a choice of manual and automatic transmissions in either case. The petrol engine produces 77 kW from 1.6 litres of displacement. The common-rail-technology turbo diesel also outputs 77 kW from 1.6 litres.

Attractive model range for Indian customers

The new Rapid is the youngest addition to the attractive model range which SKODA is offering on the Indian market. It currently includes SKODA models Fabia, Laura, Rapid, Yeti and Superb.

At the New Delhi Auto Expo 2012, for the first time in India, SKODA presents a concept for an especially sporty variant of the Fabia: the **Fabia RS 2000**. SKODA's designers took the successful rally car Fabia Super 2000 and turned it into a unique roadster made for dynamics, sportiness and pure driving pleasure. With its motorsport-oriented super wide layout, the Fabia RS 2000 has room for four occupants, each of who will find access to the car easy. Low-slung windows all around do not just permit perfect 360° vision, but also a permanent experience of nature and freshness.

The **Fabia Monte Carlo**, itself introduced in New Delhi for the first time, is another embodiment of SKODA's motorsport ambition. This car features an especially dynamic outfit and not only pays tribute to the Fabia S2000's success in the IRC International Rally Championship and other competitions, but also to SKODA's 111 years of motorsport history. The Fabia Monte Carlo is especially recognisable for the sporty execution of its front end.

One of the most likeable members of the compact SUV segment, which is fairly young, is the **Yeti**, also on display on SKODA's stand. The Yeti is ready to provide transportation in difficult circumstances and will help his occupants where others throw in the towel. Its excellent off-road capabilities make him the choice for demanding terrain. On the road,



its driving dynamics are nothing short of those in a saloon. Five stars in the Euro NCAP crash test are testament to a well-designed safety concept. The Yeti was introduced in India in November 2010.

SKODA production in India

SKODA has secured an excellent base for the growth it is aiming for in India. Having been active in the country since 2001, the brand has continuously increased its sales over the years. In the past ten years, about 132,000 SKODAs were delivered to customers in India.

SKODAs sold in India roll off assembly lines in Pune and Aurangabad. Volkswagen's Pune plant opened in 2009 and today makes cars under the Volkswagen and SKODA brands. Following the Fabia, the new Rapid is the second SKODA to be produced there. SKODA's plant in Aurangabad in Maharashtra region turns out the Superb, Laura and Yeti models.

Investments made so far in cooperation with Volkswagen, integration of local suppliers and employment of workers from the region all underscore SKODA's commitment to India as a producer. 90 dealer locations make up the backbone of SKODA's sales network in India.