



**For Immediate Publication**

**SkodaAuto India record sales growth of 183% in November 2009**

**~ Considering a Price hike between Rs.10,000/- to Rs.20,000/- ~**

**Mumbai, December 01, 2009**: SkodaAuto India, a fully owned subsidiary of SkodaAuto a.s., Czech Republic, today announced a **record growth of 183 %** in sales for the month of November 2009 over November 2008. SkodaAuto India's total sales for November 2009 stood at **1425 units as against 504 units** in November, 2008.

Speaking on the increase in sales figures for the month of November, **Mr. Thomas Kuehl, Board Member, Sales and Marketing, SkodaAuto India** said "We have witnessed a record growth of 183% in sales for the month of November 2009 over 2008 and a double-digit jump of 93% in sales in the last 3 months (September – November) over the same period last year. The launch of the all new Skoda Superb and the new Laura in the Indian markets has been the main drivers behind SkodaAuto India's record increase in sales. The all new Superb, in particular, continues to outperform expectations.

**Adding on Mr. Thomas Kuehl** said "We are considering a price hike between Rs.10,000/- to Rs.20,000/- on all our cars in the coming month. This rise is being considered due to various Inflationary pressures and increase in raw material costs."

**Mr. Ashutosh Dixit, Sr. General Manager, Sales & Marketing, SkodaAuto India** said "We are pleased to see such robust growth for all our products, which reflects the customer's growing confidence in Skoda. We are expecting a much stronger response to our products and services and help drive growth in our sales in the coming months."





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**About SkodaIndia:** 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. SkodaIndia has 4 models on sale in India – Skoda Superb, Skoda Octavia, Skoda Laura and Skoda Fabia. Skoda Auto India has a network of **62 dealerships** across the country and has sold **over 79, 440 units** since November 2001.

Skoda Auto India Official Website: [www.skoda-auto.co.in](http://www.skoda-auto.co.in)

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For further information, please contact:

**Head Corporate Communications**

Sunil Gate - [sunil.gate@skoda-auto.co.in](mailto:sunil.gate@skoda-auto.co.in)

Megha Verma – [megha.verma@skoda-auto.co.in](mailto:megha.verma@skoda-auto.co.in)

**Perfect Relations**

Shruti Sharma – 09322349158

