



Skoda Superb unveils opulence, style and elegance in the exclusive bridal collection designed by Manish Malhotra

Ahmedabad, 22nd December 09: SkodaAuto India has extended its partnership with the internationally renowned fashion designer, Manish Malhotra, to take the exclusive Skoda Superb Wedding Collection Roadshow on a tour across India. Today this exquisite collection, designed by Manish Malhotra exclusively for SkodaAuto India, was showcased at The Grand Bhagwati, Ahmedabad by top models walking the ramp. The event was put together with support from Skoda's home dealer – Torque Automotives Pvt Ltd.

“Manish Malhotra needs no introduction. Taking SkodaAuto's hottest offering - the '7 star' Skoda Superb – as inspiration, he has designed a bridal collection that radiates with a stylish exuberance and desire to impress. Skoda family of cars has always been characterized by elegance, refined design and quality. We, at ŠkodaAuto India, are delighted to continue our association with Manish as part of our passion for bringing the latest trends and excellence in design to people with superior demands. Since the Launch of the all new Skoda Superb in March 2009, it has strengthened its position and is outperforming in the premium D segment. We are happy to see such robust growth for all our products and services, which reflects our customer's growing confidence in Skoda day by day.” said **Mr. Gaurav Jain, Head – Communications, SkodaAuto India.**

Speaking about Ahmedabad, **Mr. Jain** added, “Skoda Superb Wedding Collection is inspired by Indian contemporary and traditional designs. In a similar way, Ahmedabad resonates a rich mix of traditional and modern culture with the leading cultural centre in western India for many centuries and now a rising player in education, scientific research and IT industries. It's a promising market for SkodaAuto India, and we are delighted to bring such an exciting event to our local customers.”

Ecstatic with the results from his collaboration with Skoda, **Manish Malhotra** said, “Skoda's association with my label, 'Manish Malhotra,' stands for the true essence that, 'Luxury lies in celebrating the Indian wedding.' I like to use colours and jeweled embroideries to add that extra elegance and opulence to my bridal designs. The show represents a fantastic opportunity for me to launch my latest collection in conjunction with the Skoda Superb, which is a benchmark for luxurious and stylish design in the automobile industry. The collection, for all wedding functions





including the Mehendi and Sangeet, are very sensuous, contemporary and modern yet keeping the luxurious feel intact.”

Malhotra’s reputation as a trend-setter and his dedication to quality has proven a “natural fit” with SkodaAuto India. The Skoda Superb Wedding Roadshow Collection Roadshow has been taken across five Indian cities, namely – Delhi, Chandigarh, Hyderabad and lastly Ahmedabad for this season. In conjunction with SkodaAuto India, he has also showcased the “7 Star Skoda Superb” collection at the Lakme Fashion Week Autumn-Winter 2009 show.

The all new Skoda Superb, available as the 2.0TDi PD (Diesel), 3.6V6 4x4 (Petrol) and 1.8 TSI (Petrol), has set the industry standards for lifestyle friendly cars, offering top-end luxury and European-built reliability and quality.

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 **65 dealerships** across the country and has sold **80,000 units** since November 2001.

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

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