



ŠkodaAuto India introduces the fabulous new Škoda Fabia

~ŠkodaAuto India introduces the New Fabia with 1.6 MPI, 1.2 TDI CR and 1.2 MPI engine programme~

- *Premium appointments comprising interior chrome decor, ivory interiors and soft-touch dashboard*
- *Airbags for all models – including dual airbags starting from the mid version. Unique to class safety systems – EBC (engine braking control) and Dual Rate brake assist*
- *The highest performance engine in its class (1.6 MPI)*
- *One of the most fuel efficient diesel motor (1.2 TDI CR)*
- *Largest luggage compartment in class*
- *One of the most spacious passenger cabins in the segment*
- *New signature Škoda design reminiscent of larger Škoda models*

Mumbai: 13th October 2010: ŠkodaAuto India, a fully owned subsidiary of ŠkodaAuto a.s., Czech Republic and one of the most promising automobile companies in India, today announced the launch of the new Škoda Fabia. The all new Škoda Fabia offers a complete new package boosted with plush interiors and dynamic exteriors, innovative features and engine technology.

Speaking at the launch, **Mr. Thomas Kuehl, Board Member & Director, Sales & Marketing, ŠkodaAuto India** said, *“The new Škoda Fabia underlines Škoda’s belief in providing its customers with clever and intelligent mobility solutions. We believe that the new Škoda Fabia exemplifies significant developments in form and function. It caters to larger group of people who want a premium hatchback, with the best of technology, safety and practicality in their car,*

ŠkodaAuto India Private Limited, Plot No. A-1/1, Shendra, Five Star Industrial Area, MIDC, Aurangabad – 431 201. Tel: +91 (240) 5631205. Fax: +91 (240) 5631199. www.Skoda-auto.co.in



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yet accessible price range with an improved value for money proposition. We are confident that the New Škoda Fabia will surpass the expectation of all and will be received well by our customers”.

Talking about the customer base, **Mr. Kuehl** further added that, *“The prospective buyers of the new Škoda Fabia are an exacting and demanding group aiming for the best in class. They do not want compromised solution, but a balanced value proposition. Moreover, these are the customers who appreciate the finer aspects in life and hence would like to own something as stylish and precise as the new Škoda Fabia.”*

Complementing this opportunity, **Mr. Ashutosh Dixit, Sr. General Manager, Sales & Marketing, ŠkodaAuto India** added, *“It has been our constant endeavor to bring newness in terms of design, comfort and technology. New Škoda Fabia is an exemplary model of this focus and customer feedbacks. These three variants with advanced engine technology are result of extensive research with our customers and will cater to the requirements of a wider array of customers. New Škoda Fabia also continues the promise for utmost safety to the driver and the passengers with safety functions like Anti-lock Braking System, Engine Braking Control and Dual Rate Brake Assist. In totality, now it is a fabulous package and hence the line - “NOW THAT’S FAB”*

The launch of the new Škoda Fabia emphatically enunciates recently appointed ŠkodaAuto BOD Chairman Prof. Dr. H.C. Winfried Vahland’s growth strategy of further reinforcing Škoda’s presence in markets that offer a good potential for growth by extending product portfolio to get to new segments to result in profitable growth.

New Skoda Fabia is available in the following variants:

- 1.2 TDI CR (Diesel) – available in Classic, Ambiente & Elegance variants
- 1.2 MPI (Petrol) – available in Classic, Ambiente & Elegance variants
- 1.6 MPI (Petrol) - available in Elegance variant.

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Engine Options in New Škoda Fabia:

The New Škoda Fabia is available in three engine options; 1.6 MPI, 1.2 TDI CR and 1.2 MPI.

1.6 MPI - : The best performance in its class, it is an absolute delight for a spirited driving experience. It is equipped with 1598cc engine, 4 cylinders which generate 105 bhp at 5250rpm.

1.2 MPI – Smooth and silent performer with improved output, comes with 1198cc, 3 cylinders, MPI engine which generates 55-75 bhp at 5400rpm. The smooth and peppy engine delivers quietly and economically, which suits most urban applications.

1.2 TDI CR - One of the most fuel efficient diesel motor, features a Turbocharged Direct Injection Common Rail 1199cc engine which generates a maximum power of 75bhp. With its low fuel consumption it is an ideal car for the high mileage user.

All the variants of the New Škoda Fabia are geared with a Manual 5-speed transmission, which suits the cut and thrust of the city traffic ensuring a better driving experience.

Design and styling of New Škoda Fabia:

The exterior of the new Škoda Fabia stands out for its robust and dynamic design. The well-defined creases along the front bumper with the sharp lower outline, wider air dam and the protrusion of the front grille combine to give a sporty frontal expression to the car. The elongated headlamps and fog lamps stretch outwards to the sides and define the width of the car. The Rear combined lights with their characteristic C-shaped translucent tail lights, reflects the Škoda DNA all the way.

The interiors too are enlivened with high quality detailing with premium appointments comprising of chrome decor, ivory colour and soft-touch dashboard. It enhances the visual and tactile





impression of the car. Also the new checkered upholstery makes its debut with the new Skoda Fabia which adds to the overall premium feel of the car.

'Fabulous' Safety Features of New Škoda Fabia:

The New Škoda Fabia is armed with Airbags for all models – including dual airbags starting from the mid version. Unique to class advanced Safety features like ABS (Anti-lock Braking System), EBC (Engine Braking Control) and Dual Rate Brake Assist, adjustable seat belts and child proof door and window locking ensure utmost security for the driver and passengers.

Comfort and Convenience at its best – New Škoda Fabia:

The New Škoda Fabia is the epitome of comfort. It is truly the best in terms of the ample legroom and headroom space offered in a hatchback. The height of the driver's seat and the steering wheels arrangements (height and length) can be adjusted as per the driver's convenience. The Multi function display gives the driver a regular update on the distance travelled, average speed, immediate fuel consumption, average fuel consumption, travel distance before refueling, service interval, outside temperature etc.

Shades Available in New Skoda Fabia:

The three variants of new Škoda Fabia are available in an aesthetic array of colors- Cappuccino Beige, Brilliant Silver, Candy White, Deep Black and Flash Red.

Pricing of the New Škoda Fabia:

The following are the prices of new Škoda Fabia –

INR ex showroom New Delhi			
	1.2 MPI	1.2 TDI	1.6 MPI
Classic	435,000	540,000	-
Ambiente	485,000	591,000	-
Elegance	568,000	669,000	599,000

INR ex showroom Maharashtra			
	1.2 MPI	1.2 TDI	1.6 MPI
Classic	419,216	523,225	-
Ambiente	469,269	573,259	-
Elegance	550,688	649,776	581,102

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About SkodaIndia: Škoda 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 3 models on sale in India – Skoda Superb, Skoda Laura and Skoda Fabia. Skoda Auto India has a network of **64 Dealerships** and **5 Boutique showrooms** across the country and has sold **over 94573 units** since November 2001.

For further information, please contact:

Skoda Corporate Communications

Nitisha Agrawal – Nitisha.Agrawal@skoda-auto.co.in
99677 71601

Perfect Relations

Santosh Setty – 98923 04567

