



ŠkodaMobil

Dear Reader,

First of all, I would like to extend my warm wishes to **ŠkodaAuto** family for a prosperous and healthy year ahead. While looking upon the past wonderful decade we cultivated in India, I can see the consistent support and belief of our family members in **ŠkodaAuto**. It boosts our spirits to go beyond the boundaries to provide unmatched offerings to our consumers.

The year 2011 has begun on an extremely motivating note as we achieved benchmark sales of 2825 units in January, highest of all the months' sales. I am also delighted to share with you that our newly launched Škoda Yeti has won many accolades at the premium award ceremonies of the auto industry. The Škoda Yeti is one of its kind SUV with the perfect combination of style, luxury and practicality. We are humbled by these awards bestowed upon us and it further motivates us to provide our customers with unmatched driving experience.

We would also like to take this opportunity to express our gratitude to Mr. Luke Kenny - producer, actor & director, and Mr. Steve Winters - renowned wildlife National Geographic Photographer for gracing the occasion at the launch of Škoda Yeti 'Right Of Way Expedition' Calendar. Škoda Yeti 'Right Of Way' Expedition proved to be an extremely successful marketing initiative as exemplified by the award of the 'Best Integrated Marketing Campaign of the Year' by NDTV Car & Bike Awards.

In our endeavour to support a safe and healthier environment, we continue to associate with the Tour De Mumbai 2011 – Cyclothon. This reaffirms that international cycle racing continues to be one of the strong pillars of our sponsorship strategy in India and worldwide.

We at **ŠkodaAuto** constantly strive to bring innovations to the Indian market and provide a better standard of customer experience at each level. We hope that we will continue getting your consistent support in the coming years too.

Happy Reading!

Thomas Kuehl

Member of the Board – Sales and Marketing

ŠkodaAuto India





The Škoda Yeti bags 8 prestigious automotive awards

- **Bloomberg UTV Autocar Awards 2011 - 4X4 of the Year**
- **Economic Times Zigwheels - SUV of the Year**
- **Economic Times Zigwheels - Design of the Year**
- **CNBC Overdrive - SUV / UV of the Year**
- **BBC Top Gear - Car of the Year**
- **Car India - Best MUV Crossover of the Year**
- **NDTV Car & Bike Award - Compact SUV of the year**
- **NDTV Car & Bike Award - Best Integrated Marketing Campaign**

ŠkodaAuto India had received numerous customer enquiries even before the commercial launch of the car. One of the most interesting aspects of the response is that customer enthusiasm for Škoda Yeti is spread nationally and not restricted to a particular region, unlike the traditional SUV market.



ŠkodaAuto India, a fully owned subsidiary of ŠkodaAuto a.s., Czech Republic and one of the most promising automobile companies in India, was honoured with 8 prestigious automotive awards in a row for its newly launched SUV - Škoda Yeti. With 8 awards, the Yeti is the most awarded SUV in the country.

ŠkodaAuto India kick starts 2011 with 51% sales growth in January

ŠkodaAuto India, a fully owned subsidiary of ŠkodaAuto a.s., Czech Republic and one of the most promising automobile companies in India, announced a sales growth of 51% for the month of January 2011. ŠkodaAuto India's total sales for January 2011 stood at 2825 units against 1881 units in January 2010. The credit for the outstanding performance goes to the newly launched Škoda Yeti and the new Škoda Fabia. The Yeti, launched in November 2010 had created tremendous excitement amongst auto enthusiasts.

Celebrated Wild Life Photographer Steve Winter unveils the Škoda Yeti 'Right Of Way Expedition' Calendar



ŠkodaAuto India, a fully owned subsidiary of Škoda Auto a.s., Czech Republic and one of the most promising automobile companies in India, launched the Škoda Yeti 'Right of Way Expedition' Calendar. Celebrated National Geographic photographer Steve Winter, launched the calendar in the presence of participants from the expedition.

After passing through 4 states, 17 scenic rivers, 4 rugged mountain ranges, 5 dense forests, miles of desert and overcoming some of the most challenging off-roading landscapes of the country the adventurous convoy returned to base camp. Škoda celebrated this grand finale by unveiling a magnificent calendar that consists of a slew of the best photographs clicked by participants during their month long breathtaking adventurous journey through India's forests, endless deserts and the harshest terrains. The final images for the calendar were shortlisted by Steve Winter who was spoilt for choice to narrow the list down to 12.



A step towards development of Skilled Manpower in Marathwada: ŠkodaAuto India Provides Educational Material to ITI Aurangabad

ŠkodaAuto India, a fully owned subsidiary of ŠkodaAuto a.s., Czech Republic and part of Group Volkswagen India, proudly continues its activities aimed towards the development of the region. The company moved a step forward in the traditionally supported field of technical education in India. It is ŠkodaAuto India's aim to develop and support local education and know-how and provide opportunities to young students in becoming professionals in the automotive field.

ŠkodaAuto partners with Tour De Mumbai for the Second Consecutive Year

Sponsors Elite International Men's Race (108 km) in Mumbai



In an endeavour to raise awareness about going green and making life healthier, ŠkodaAuto India, a fully owned subsidiary of ŠkodaAuto a.s., Czech Republic and one of the most promising automobile companies in India, flagged off the Škoda Elite International Men's Race for the second edition of Tour de Mumbai I & II - Cyclothon 2011. The cyclothon was held under the aegis of Swiss based International Cycling Federation, International Cycling Union & Cycling Federation of India in association with ID sports to promote cycling habits and its benefits in India. In its second edition, the first leg of the tour was held in Nashik (180 km) on February 11 and travelled to Mumbai (108 km) on February 13. The presence of two internationally acclaimed pro tour cycling teams - USA's Radio Shack - the winners of Tour de France, 2010 and Italy's Liquigas - a Grand Tour double winner on board as participants added to the excitement of the public present at the cyclothon to promote the social cause of a greener and healthier India.