



# ŠkodaMobil

Dear Reader,

As I pen this article my attention slightly diverts to a news clip "Monsoon just around the corner" and it brings a smile to my face. This is my most favorite season. But I also understand that our cars will be put through testing times in this season. I am glad that our team has thought through this and will force you to take your cars out for long drives and also wade through tough roads.

Keeping our customers' ownership experience in high consideration, ŠkodaAuto India has kicked off its second service & maintenance campaign in the year 2009. This 'Pre-Monsoon Campaign' was activated across all its authorized sales & service network of 61 dealerships in the country.

The first half of 2009 has been an incredible phase for Škoda Auto in India. We are extremely overwhelmed by the response that the new Superb has received from the media as well as customers. We surpassed our targets for the new Superb and have even made provision for increasing the production keeping in view the huge demand. Following the new Superb launch was the launch of the new Škoda Laura. The new Laura has received enthusiastic reviews from different section of the media and has also been well accepted by the customers. After all it gives you a perfect driving experience, a 10/10 drive.



To showcase the new Laura's edge over the other cars in the segment, ŠkodaAuto India in association with Auto Bild created a new record for the fastest drive across the Golden Quadrilateral with the best fuel efficiency ever set by any car manufacturer in India.

We at Škoda have always believed that we should contribute as much, if not more, to nature as we do to the society. In our bid to generate awareness for preservation of the environment we joined hands with the Society of India Automobile Manufacturers (SIAM) on the occasion of World Environment Day to organize a 'free pollution check campaign' across all dealerships.

We would not have achieved these landmarks had it not been for our dear customers who drive us to maintain the highest standards of quality. Our journey is able to endure the passage of time because of each and every one of you.

Happy reading.

Thomas Kuehl  
Member of Board - Sales and Marketing  
ŠkodaAuto India



Škoda scores a perfect 10 with The New Laura  
Mumbai's elite enchanted by the four- wheeled beauty at its launch party



Škoda India, announced the launch of the new Laura at an enchanting theatrical and musical launch event at The Grand Hyatt, Mumbai on 20<sup>th</sup> May. Exhibiting a robust and dynamic exterior design and luxurious interiors, the car truly blends beauty with power and economy to offer a perfect 10/10 driving experience. The new Laura will be available in 3 engines & 6 variants; 1.8 TSI in Ambiente, 1.9 TDI PD in Ambiente & Elegance, and 2.0 TDI PD in L&K.

The spectacular launch event featured a musical extravaganza presented by Shahriyar Atai, Dean Gregory, Ella Atai, Kyla D'souza and Amogh Pant. The musical show blended drama and music to interweave the new Laura's perfect 10/10 experience with the saga of the protagonist (Shahriyar Atai) in the play. Czech Consul General Ms. Eva Drdrkova graced the event with her presence. Celebrities from the silver screen and acclaimed corporate honchos, added spice to the event with their presence.

Speaking at the occasion, Mr. Thomas Kuehl, Board Member, Sales & Marketing, ŠkodaAuto India said, "We are proud to present the 3 variants of the new Laura, which assures the customers a perfect 10/10 driving experience. ŠkodaAuto India has achieved tremendous success since its inception in India and we are looking forward to achieve many more milestones with the support of our valued Indian customers. We have received encouraging reports on the recent launch of Škoda Superb with our customers embracing the all new Škoda Superb qualities of design, safety, comfort and state of the art technology. With the launch of the new Laura we are extending these qualities once again making it the best in its class."

The New Škoda Laura 10/10 Drive!

Best in Class:

1. Design
2. Safety
3. Performance
4. Comfort
5. Convenience
6. Storage & Stowage
7. Engine Technology
8. Transmission
9. Fuel Efficiency
10. Engine, Transmission & Trim options



## Škoda Laura creates a new record for the Fastest & most Fuel Efficient drive across India on the Golden Quadrilateral.

ŠkodaAuto India in association with Auto Bild created a new record for the fastest drive across the entire Golden Quadrilateral with the best fuel efficiency ever set by any car manufacturer in India. The exhilarating record drive showcased the new Laura's 10/10 drive combining superior performance with unmatched fuel efficiency.

Auto Bild's team of 6 professional drivers drove the new Laura 2.0 TDI PD (A) L&K (diesel) in a non-stop full loop around the entire Golden Quadrilateral (Delhi- Kolkata- Chennai- Mumbai- Delhi) covering a distance of 5941 km in a record 75 hours and 32 minutes, recording an average speed of 79 km an hour.

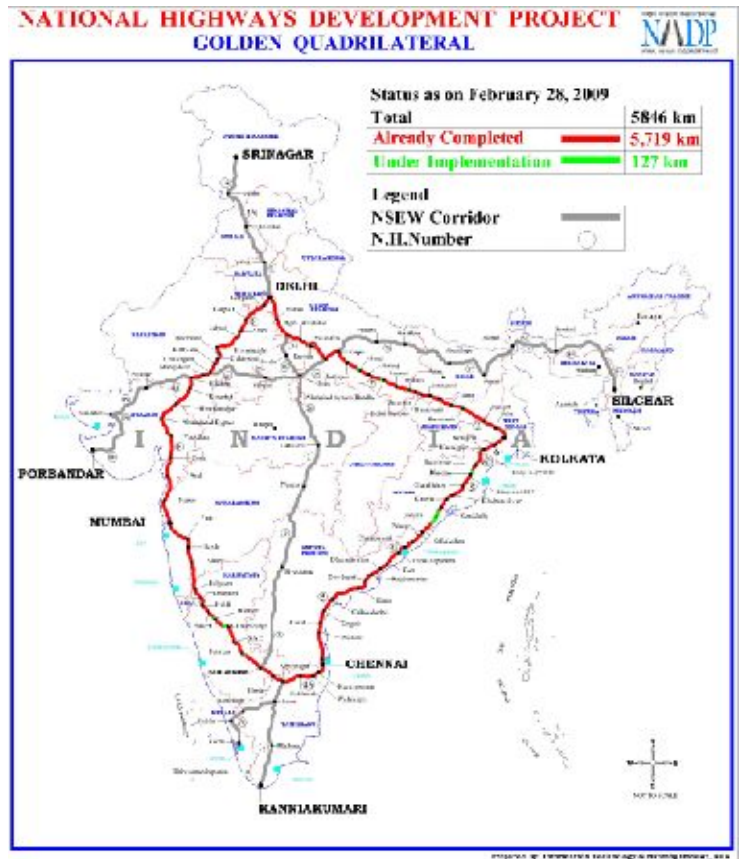
The brawny car encountered different terrains of the great Golden Quadrilateral - patches of bad roads, traffic jams and the occasional showers ensuring a drive in real road conditions. The car used for this drive did not undergo any modifications.

The new Laura was flagged off from the Trident Hotel - Gurgaon, New Delhi on June 6, 2009 at 03:20 a.m. by Mr. Ashutosh Dixit, General Manager, Sales & Network Development, ŠkodaAuto India and returned to the starting point on June 9, 2009 at 06:40 a.m. after completing a full loop of the golden quadrilateral.

A team of observers from Federation of Motor Sports and Clubs of India (FMSCI) who supervised and audited the challenge were present in the car at all times to verify all the facts. The data will soon be submitted to the Limca Book of Records.

This drive was certified by the FMSCI (Federation of Motorsports Clubs of India). The partners participating in this exciting journey were Shell, Map my India and Trident Hotels.

The new Škoda Laura is recognized for its new engine technology, excellent safety and comfort features and benchmark performance. Perfect handling, directional stability and enhanced braking ability have always been the hallmark of every Škoda automobile and are mirrored in the new Laura as well. Soaring high on the design, safety, security, comfort, and convenience aspects, the new Laura accelerates on the same track assuring the driver a perfect 10/10 driving experience.





## Škoda celebrates 'World Environment Day'



### Announces free 'pollution check campaign' on June 5, 2009

On the occasion of World Environment Day, ŠkodaAuto India, in co-ordination with Society of India Automobile Manufacturers (SIAM), had organized a 'free pollution check campaign' on June 5, 2009.

A free PUC check was carried out and emission certificates were issued to more than 1200 cars at 22 Škoda authorized dealerships across the country. This year the participating dealerships have gone up by four times in comparison to last year thereby attesting Škoda India's commitment towards the protection of the environment.

## ŠkodaAuto India's Pre- Monsoon Campaign for its esteemed customers Drive safely this monsoon

As the monsoons were setting in, ŠkodaAuto India had organized a 'Pre- Monsoon Campaign' at all their dealerships. Keeping their customers ownership experience in high consideration, ŠkodaAuto India kicked off its second service & maintenance campaign in the year 2009 for its esteemed customers across all its authorized sales & service network of 61 dealerships in the country.

The 'Pre- Monsoon Campaign' had an exciting line- up with a '20 point' free check- up of the car including cleaning of the plenum chamber, gallery of sun roof, pollen filter, inspecting the tyre pressure and wheel alignment, brake pads, wiper functions, all interior & exterior lights etc, amongst others. The cars were examined thoroughly and made ready for the monsoon, to have safe & hassle free driving. Škoda car owners availed of the service from 8<sup>th</sup> to 13<sup>th</sup> June in Western & Southern (except Tamil Nadu) states of India and from 22<sup>nd</sup> June 27<sup>th</sup> June in Tamil Nadu and Northern & Eastern states at any ŠkodaAuto authorized dealership in their vicinity. Škoda introduced this campaign to coincide with the lengthy monsoon period in India. Customers planning to go on long trips to enjoy nature at a time when it is at its best could tune up their cars in advance to ensure a safe & comfortable journey.



Škoda introduced this campaign to coincide with the lengthy monsoon period in India. Customers planning to go on long trips to enjoy nature at a time when it is at its best could tune up their cars in advance to ensure a safe & comfortable journey.

## ŠKODA AUTO INDIA AMONG TOP 100

Business Today & Cirrus Top 100 Companies (Ranked according to Image Score) released the finding of its sixth (annual) survey - India's Biggest Newsmakers for 2008- 09, BT conducts this study every year with Cirrus.

ŠkodaAuto India has moved up 93 notches from 179th to 86th position in Top 100 Companies (ranked according to image score), above BMW.

Visibility score is arrived at from the following factors publication readership, placement of articles, its size, graphics and photograph usage. These factors influence visibility and, therefore the probability of an article being read. Weights are assigned to each factor (e.g. 2 for front pages, 1.5 for photo, etc.) which are then multiplied with the size of clip and readership of publication.

### TOP 100 COMPANIES (Ranked According to Image Score)

RANK	COMPANY	TOTAL VISIBILITY SCORE	QUALITY OF EXPOSURE	TOTAL IMAGE SCORE
45	80 JP Morgan	74,165	138	102,044
103	81 UTI	75,817	133	100,561
n.a.	82 Visa	71,935	139	99,990
60	83 SpiceJet	85,215	117	99,701
33	84 Wal-Mart	72,838	136	99,005
113	85 Shoppers' Stop	66,567	148	98,721
179	86 Skoda Auto India	67,721	146	90,695
84	87 BMW	74,114	132	97,626
149	88 Kotak Mahindra Bank	60,330	157	94,687
n.a.	89 Delhi International Airport	102,906	92	94,673
n.a.	90 RIM/BlackBerry	72,024	131	94,278



## ŠKODA MOTORSPORTS FACTORY TEAM SCORES WITH FABIA SUPER 2000



The Škoda Motorsport's factory team with its Fabia Super 2000 driven by Swede Patrick Sandell has had a great season so far winning the PWRC in Norway and Cyprus and coming second in Sardinia. Supported by Škoda's Austrian importer in another series, the Fabia Super 2000 which is also competing in the Austrian Championship, is dominating the series after first two events with one win and one third place.

The Fabia Super 2000 also "scored" in Italy, a country where motorsport is very popular. Owning two Fabia Super 2000 vehicles, the A-Style/MRT team takes part mainly in the Italian Championship, and has won one runner-up position and one third place so far.

The Czech crew of the Škoda Motorsport factory team made up of Jan Kopecký and Petr Starý came as runners-up on the Acores Islands, in their second appearance in the IRC championship

Although Kopecký was seen as a tarmac specialist and had not raced on gravel for nearly a year until this weekend's event, he was showing right from the start of the competition till the end that he and his Fabia Super 2000 can be pretty fast also on this surface, regularly notching top-ranking times. On Friday, Kopecký- Starý finished third in the overall ranking, coming 10.4 seconds behind the runners-up and winning the fifth stage. On Saturday, Kopecký started the stage series by chasing Vouilloz, second after Friday, to eventually fight through to second place and keep that position until the end of the entire competition.

## ŠKODA AUTO COMMENCE MASS PRODUCTION OF YETI

The first mass-produced Škoda Yeti left the assembly line of Škoda Auto's plant in Kvasiny. By starting the mass-production process, Škoda has completed the launch of its brand new model line (fifth in total) and entered the SUV segment. The very first Yeti produced yesterday is a four-wheel drive, has a blue colour (**aqua**) and is fitted with a 1.8 TFSI engine.

Earlier on, Škoda performed a number of tests. In one of the last stages, the vehicle was tested in the surroundings of Oslo, Norway that offered a variety of road surfaces usually seen in European countries. Thanks to this diversity of roads and weather conditions, it was possible to check some of the key systems, such as driving stability system parameters, ventilation system performance, air conditioning parameters, etc.

The vehicles tested in Oslo included a 1.8 TSI petrol and a 2.0 TDI diesel, both four-wheel drives. The drivers tested the vehicles' behaviour on forest roads, as well as through extreme downhill rides with the downhill assistant, a new functionality enabling the driver to go down extremely steep hills. All of the engines available for the Yeti are fitted with turbochargers for greater responsiveness. With 180 mm of clear height of a wider tyre tread, the Yeti offers an exceptionally good on-road as well as off-road driveability. With low fuel consumption and CO<sub>2</sub> emission values, the vehicle gives a good response to questions around environmental and economic aspects of the SUV class. The Yeti is a compact (wheel base 2,578 mm), progressive and smart SUV based on "Simply Clever" solutions, such as the VarioFlex rear seat system known from the Roomster. The vehicle's dimensions (length 4,223 mm, width 1,793 mm, height 1,691 mm) make it possible to easily enlarge the luggage compartment to as much as 1,760 litres

