



# ŠkodaMobil

Dear Reader,

Welcome to Škoda Mobil, a bi - monthly newsletter to share our accomplishments, latest activity and upcoming events with you. September - October have been full of successful events for us ranging from great sales growth to our participation in India's most prestigious fashion event of the year.

September posted a strong sales figure for ŠkodaAuto India exhibiting a 53% increase in sales over last September; reinforcing our strong hold in the Indian Auto market. It has also been a month of glitz and glamour for ŠkodaAuto. The Lakme Fashion Week Spring Summer 2010 show was once again a spectacular success. It was nice to see the new Škoda Laura in the thick of it all, blending well with renowned models, designers and celebrities. Škoda's Annual Calendar shot by Vikram Bawa was also showcased at the event.

In our endeavour to provide the most innovative and convenient services, we have launched the first- ever "Fabia Online Sales Project". The project is a pilot for us, we are experimenting with this innovative idea and hope that this will bring customer friendly changes to the automotive market in India. 'Touch & Feel' and 'Sales & Service' are the key elements in a vehicle purchase process.

We are complementing the online sales with the offline channel and both will work hand in hand. We believe that the Fabia online sales project has been a part of success for Fabia and in the past 2 months we have doubled our sales figures over last year in the same period.

In extension of an eventful year, we have lined up couple of activities for our dear customers. ŠkodaAuto is participating in the upcoming Autocar Performance Show in Mumbai where we will be showcasing our best performing models. We will also bring the Škoda Superb Manish Malhotra Wedding Collection to Hyderabad city. ŠkodaAuto along with its business associates is also participating in the Airtel Delhi Half Marathon, giving us an opportunity to support critical social causes through Concern India Foundation.

It's been an exciting journey for ŠkodaAuto India so far and we plan to wheel it further. Thank you once again for your ongoing support, well- wishes and ...

Happy Reading!!!

Thomas Kuehl  
Member of the Board Sales and Marketing  
SkodaAuto India





## ŠkodaAuto India achieved Strong Sales growth of 53% in September '09

ŠkodaAuto India, a fully owned subsidiary of ŠkodaAuto a.s., Czech Republic, achieved a strong growth of 53 % in sales for the month of September 2009 over September 2008.

ŠkodaAuto India total sales for September 2009 stood at 1854 units as against 1213 units in September 2008. The company's 1854 units sold in September 2009 marked an encouraging increase on the 1463 units sold in the month of August 2009.

Speaking on the increase in sales figures in the domestic market on the strong September sales figures Mr. Thomas Kuehl, Board Member, Sales and Marketing, ŠkodaAuto India said "We are extremely delighted with the significant growth in sales this September resulting from the phenomenal response of our large base of loyal customers. We are optimistic that the 2009 festival season will continue to see a much stronger response to our products and services and help drive growth in our sales in the coming months. The encouraging September sales figures demonstrate that ŠkodaAuto India's commitment to leading technology, and superior quality and service resonates with our Indian customers, growing the bond we share with them day by day."

Adding on the performance Mr. Ashutosh Dixit, Sr. General Manager, Sales & Network Development, ŠkodaAuto India said "Strengthening our dealer base will play a vital role in continuing to enhance the Škoda Customer Care experience. Our expansion strategy is to create a strong authorized dealer network in India to support our growing sales and ensure adequate support for all sales and service functions. We will increase our presence to 65 outlets by the end of 2009."

## ŠkodaAuto India inaugurates Online Sales Project in association with Carwale.com

Buying a new Škoda is now just a click away. ŠkodaAuto India, a fully owned subsidiary of ŠkodaAuto a.s., Czech Republic, announced the launch of "Fabia online sales project" in association with India's leading automotive website, CarWale.com.

It is a first of its kind in the country, where 3 variants of the Škoda Fabia Super hatch namely Active 1.2, Classic 1.2 and Classic 1.4 can be booked over the internet at any time and from any place. The launch of this project has made the car buying process hassle free and haggle free.

Mr. Thomas Kuehl, Board Member, Sales & Marketing, ŠkodaAuto India, said, "Škoda has always believed in providing the most innovative products and services to our customers. Our association with CarWale.com is the first of its kind in India giving Online Sales a new dimension with our Superhatch - the Škoda Fabia. This online process will help in streamlining customer acquisition costs and the benefits will be passed onto the customer. The project is a pilot for us, we are experimenting with this innovative idea and hope that this will bring customer friendly changes to the automotive market in India".

'Touch & Feel' and 'Sales & Service' are the key elements in a vehicle purchase process. We are complementing the online sales with the offline channel and both will work hand in hand. The test drive will be done at the dealerships or at a customer preferred location, while booking will be done online. The customer will have the option of buying the insurance online and also applying for a loan. Dealerships - Sales, Service and Spares - form an integral part of our business and we are confident that the Dealership support will complement the initiative in achieving success with this pilot project.





## Making of Skoda's Annual Calendar for year 2010 by Vikram Bawa

Vikram Bawa, an ace fashion photographer associated with ŠkodaAuto India for the making of their annual calendar for the second consecutive year. The annual calendar of Škoda was presented at Lakme India fashion Week Spring Summer 2010. ŠkodaAuto Calendar for the year 2010 features the new Škoda Laura and the all new Škoda Superb. The theme of the calendar is very futuristic in its outlook and is incredibly stylized. Škoda Laura was a car that was a perfect blend to portray the futuristic appeal in the pictures. The shoot took place at the Mukesh Mills compound and Vikram traveled in time and created visually stunning images of thrilling chases, hand- to- hand fights and laser gun shots amongst beautiful mortals of the future all for the new Škoda Laura 10/10 drive experience.





## Skoda Participation in Lakme India Fashion Week Spring Summer 2010

ŠkodaAuto India participated in Lakme India Fashion Week - 2010 held at Grand Hyatt in Mumbai from September 24 - 28, 09. This year the official car of the season was the new Laura 10/10.

ŠkodaAuto India also announced its association with Vikram Bawa - an ace fashion photographer for the third consecutive season of Lakme Fashion Week. The magnificent Škoda Wall was displayed at the five day glitterati event exhibited the creative depictions by Vikram, vis- à- vis Škoda India's latest beauty - the New Laura 10/10 amongst a bevy of ramp models.

Speaking at the occasion, Mr. Thomas Kuehl, Board Member, Sales & Marketing, ŠkodaAuto India said, "We are glad to extend our association with the Lakme Fashion Week for the third consecutive season. It is an ideal platform for ŠkodaAuto India to showcase our avant- garde automotive designs flanking the best from the fashion world. The style, sophistication and exemplary design of the New Laura Perfect 10 is without doubt a fitting model to adorn the fashion world."

A visibly ecstatic Vikram Bawa, added, "After working consecutively for three seasons with ŠkodaAuto India, I must confess that I have enjoyed every bit of our association. Shooting cars bring their own set of challenges as it is not entirely possible to doll them up but Škoda Laura is a feature loaded car complimented with super aesthetics; a beautifully carved body, it was wonderful experience to photo shoot the 10/10 car. I see it from a fashion point of view and the new Škoda Laura is classy and sexy to me. It surely gives others a reason to stare."



## ŠkodaAuto India achieved record sales growth of 33% in August '09 ~The New Laura & Superb outperformed the competition in the C+ and D segments respectively

ŠkodaAuto India, a fully owned subsidiary of ŠkodaAuto a.s., Czech Republic, recorded sales of 1463 units in the month of August 2009. With this figure ŠkodaAuto India registered 33% growth in sales as compared to 1103 units sold in August 2008. The company secured the No. 1 position for combined sales in C+ and D Segments for the month of August 2009, ahead of all other car manufacturers in these segments in India.

Speaking on the achievement Mr. Thomas Kuehl, Board Member, Sales and Marketing, ŠkodaAuto India said "We are very happy with the success of our all new Škoda Superb and the new Skoda Laura. Our combined leading position in the C+ & D segments is a result of the new engine options and choice of variants introduced through our two new launches - the Superb & the Laura as well as the expansion of our dealer network in the country. We have also received a good response to the 2 years extended warranty on Škoda Genuine Spare Parts and Skoda Genuine Accessories from the customers and the dealerships further strengthening the position in the market. The growth trajectory reflects ŠkodaAuto's commitment towards India through our leading technology, superior built- quality and valuable services which enhance the ownership experience for our customers. The sales figures mirror the strong bond Škoda shares with its customers, and it's only growing stronger."