

120 OF ŠKODA AUTO YEARS



From bicycles to state-of-the-art cars. From a local manufacturer to an internationally successful company. From one small workshop to production plants in seven countries. There are many ways of describing in short the admirable story of ŠKODA AUTO that started 120 years ago. Only a few car manufacturers in the world have such a long history!

ŠKODA has earned international recognition by launching a multitude of great models over those 120 years, all of them offering practicality, attractive design and an excellent price/value ratio, and although the successful models of the past are collector's items today, the philosophy of vehicles bearing the winged-arrow logo has remain unchanged, and the brand's contemporary models come with attributes that have made them successful again.

ŠKODA hasn't always had good times, though - going through ups and downs and facing some adverse circumstances in its long history, this Czech-based car manufacturer nearly collapsed on several occasions. Yet ŠKODA always managed to recover and get to where it is now - the cream of the Czech industry, one of the most admired brands and a modern, respected car manufacturer present in more than 100 markets worldwide.

Although cars are what characterises ŠKODA on the outside, its employees have always been and still are the key success factor. Entire generations of ŠKODA staff members are proud of „their“ company and move the brand forwards thanks to their unique skills, know-how and dedication. Their stories confirm that ŠKODA plays an important role in their lives and also that highly skilled employees are vital for the company's success.

This is why stories of some of our colleagues are the cornerstone of this supplement celebrating 120 years of the company's history. Stop for a while to take a journey through 12 decades and let yourself be carried away with the enthusiasm of our colleagues who have dedicated their lives to ŠKODA. Their commitment, skilled hands and intelligence are the key ingredients that have helped the winged arrow get this far. We believe it will keep flying for a long time, and we already envy the guys who, 120 years from now, are going to prepare a very special supplement to feature the stories of our future colleagues.

Have a good read!
Internal Communications team

120 years of ŠKODA AUTO

ŠKODA Mobil supplement
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Graphic design and production: Technika PR
Illustrations: Tomski&Polanski
Prepared in cooperation with the ŠKODA AUTO Archive
Date of release: 28.8.2015

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Petr Hošťálek and his
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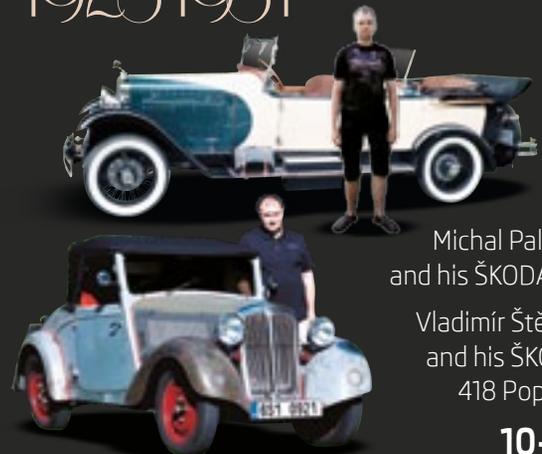
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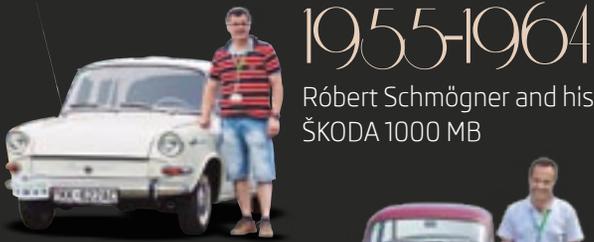
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FATEFUL LIAISON

THE HENDRYCHS



**Stanislav
Hendrych,**
retiree,
Mladá Boleslav

I spent a pleasant 33 years at ŠKODA AUTO. My mother joined the company as a worker in the early 1950s and worked in the fabrics warehouse until retiring. My wife worked at ŠKODA, too, and so do my daughter and granddaughter. My daughter, Hana Štaflová, has been working here since 1978, when she joined the company to work at the Computing Centre. Today she is Head of the Post Office and is responsible for postal services and a number of other areas. My granddaughter, a ŠKODA AUTO University graduate, works at PTK.

I spent my whole career in divisions led by the Deputy Director for Production. I joined the company in 1957 as a spare parts planner. At that time, ŠKODA was producing the Spartak, and then the Octavia and Felicia later on. In 1964 the company started building a new plant and producing the then-revolutionary „1000“ with a self-supporting body and a rear-mounted engine, and later the „100“ - the whole company was reorganised at that point, and my position



changed, too. While until then I had been mainly responsible for spare parts in Mladá Boleslav, from then on I coordinated this area in all our plants, i.e. Boleslav, Kvasiny and Vrchlabí. In the early stages I had to travel to all the plants, but later on my only workplace was in Mladá Boleslav, where I worked as a production inspector, supervising the production and spare part distribution processes.

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1895-1904



Petr Hošťálek, former ŠKODA AUTO employee

L&K motorcycle, type B

1900-1903, total production: 540

„I started driving my Laurin three years ago, when Libor Marčík, a colleague of mine, and I decided to do the route of the Paris-Vienna race of 1902. Driving vintage motorcycles, we did over 1,500 kilometres in six days! In 1968 I initiated the idea of building the brand's museum collection in Mladá Boleslav. I was supercharged with enthusiasm and energy, and I felt sorry that ŠKODA, a company with such history, had no collection at all, so I wrote a letter to Miloslav Vigner. Three weeks later I received a reply: If you have enough courage, go ahead! We met to agree on the types of cars that should be part of such a collection, and then we could start right away.”



This is where it all started

Laurin and Klement were introduced to each other in 1895 by Mladá Boleslav-based high court councillor Zimmermann. We do not know when and where exactly that meeting took place, but one thing is certain: Laurin and Klement agreed to start a bicycle production business together. The first head office was at 149/III Na Hejtmance (picture above) - the house is still there, but the old yard and the workshop built on it no longer exist.

FATEFUL LIAISON

THE KUNSTS



Jiří Kunst,
CKD Centre,
Mladá Boleslav

Our family has a strong bond with ŠKODA AUTO. Both my father and my mother used to work here, my wife, our two sons, my brother, his wife and their son - they all work at ŠKODA, too. My dad joined the company in 1968 and stayed here until his retirement, working in the assembly hall and on reconditioning sites all the time, from the „1000s“ to Felicias and Fabias. I saw my future here at ŠKODA already when I was a kid. I trained as a car mechanic and then joined ŠKODA right after completing my army service and getting married. My first position was Assembly Worker in Production, now I work as Knocked-Down Vehicles Coordinator. I have been working here for over 25 years, and I've never considered leaving the company. My family, just like me, is proud to be working at ŠKODA, and I will be really glad if this family tradition continues. Moreover, my sons and I are motoring fans and also fans of the ŠKODA brand. Both my sons have been into motoring since they were kids, driving ŠKODA cars and ČZ motorcycles, and we



also renovate vintage cars and motorbikes. I used to be a rally driver, too - my colleague and friend Luboš Picka and I finished third in the N1 category at the Bohemia Rally in 1998. Our most valuable treasure is a replica of the 110 L Rally that we use at vintage rallies several times a year.



Václav Klement



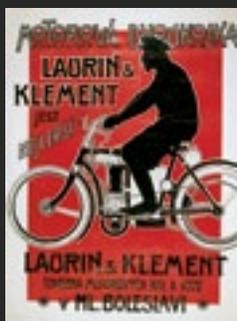
Václav Laurín

Company founders

Václav Klement was born on 16 October, 1868. He trained as a bookkeeper at bookshop owner Vokoun in Slaný, in a place frequented by the local high society. One of the regular guests was Vilém Michl, the owner of a farming equipment factory, and Klement borrowed his first velocipede from him one day. In 1886 Klement moved to Mladá Boleslav where he later became head of a bookshop in Železná St. He bought the shop in 1891 and, besides books, started selling bicycles there. Václav Laurín was born on 27 September, 1865. Trained as a machine fitter, he met Turnov-based bicycle manufacturer Josef Kraus on his travels. After moving to Mladá Boleslav, Laurín decided to continue his business activities, and serendipitous circumstances brought him to Václav Klement.

First products

The first bicycles produced by Laurín and Klement were named Slavia. In 1899 the company launched the first motorcycle prototype (a bicycle with an auxiliary motor above the front wheel). Sunday, 11 November, 1899 saw a public presentation of the first motorcycle, the L&K, type 1, with an engine mounted in the bottom part of the frame.

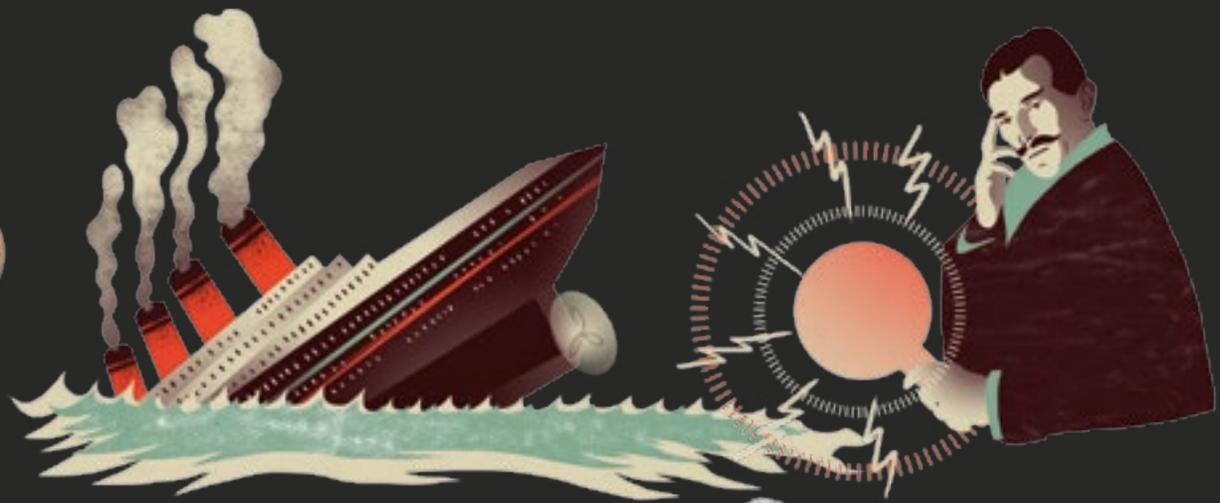


On racetracks

Laurín and Klement were confident about their motorcycles right from the beginning, and they soon started sending them to racetracks. In 1901, an L&K motorcycle took part in a Paris-Berlin race, and factory driver Narcis Podsedníček won! The brand then appeared at a 1,430 km race between Paris and Vienna in 1902. Only four motorcycles made it as far as the finish line, including both L&Ks - Riegel came third and Podsedníček fourth. Václav Klement went to Paris by train on that occasion. The Boleslav team transported all of the motorcycles (by the way, not at all adapted for the race) as „luggage“, and the drivers drew lots for who would drive which motorcycle as late as just before the race.



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1905-1914



Josef Bartoň, ŠKODA Museum renovator

L&K Voiturette A

1905-1907, total production: 44

„In the early 20th century, combustion engines started replacing horses, including - thanks to Messrs. Laurin and Klement - in the Mladá Boleslav area. The Voiturette A was still a piece-production car, but series-production cars soon followed. The L&K Voiturette A with a liquid-cooled V-2 engine (1,005 cm³) producing 7 HP is one of the gems of our exhibition, and I am very pleased that I can occasionally show this car, the very first item in the ŠKODA Museum's collection, in operation: Start the engine with a handle, set the accelerator on the steering wheel, engage the bottom gear, and release the clutch. A fascinating experience!”

The Voiturette appears on the start line

After the first prototypes of motor three-wheelers and four-wheelers, L&K started producing cars (named Voiturette) in 1905. The company officially presented the Voiturette's engine first (at the Prague Motor Show in April) and then finished the first two cars (before the end of that year). The first car made in Mladá Boleslav was officially licensed for operation on 18 January, 1906. The demand was great and unexpected - for example, the Beisbarth brothers from Munich placed an order for 75 vehicles at the first public exhibition in the Industrial Palace in Prague. Seen from today's perspective, the speed of launching new models was incredible. Still in 1906, the first Voiturette A was followed by „B”, whose engine volume was higher, „C” was bigger than its predecessors, and „D” and „E” were the first four-cylinder models.

What were the working conditions like?

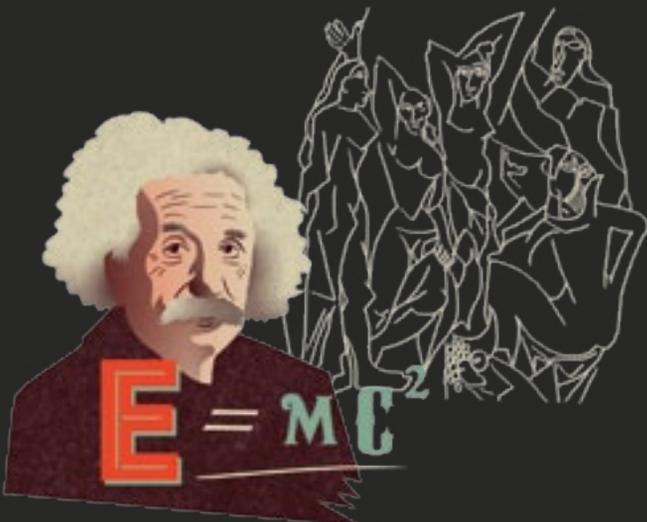
The company started making proper employment contracts with workers from 1898. Petr Kožíšek and Jan Králík, the authors of a book about the brand's history, describe the working conditions as follows: „The standard arrangement at that time was a 10-hour shift with two snack breaks and one lunch break that, however, were not included in the shift time. Each worker had a number tag that had to be put into a special box no later than three minutes after coming to work, and petition-signing campaigns, collection campaigns and distribution of printed matters were not allowed without prior consent from the company owner.“

Joint-stock company

In 1907, in response to turbulent and successful growth, Laurin and Klement decided to establish a joint-stock company to raise money for further expansion of their company. The main buyers of 12,500 shares worth 2.5 million crowns were Länderbanka and Živnobanka, several noblemen and, of course, both company founders. In 1912 the company took over its main competitor, RAF (Reichenberger Automobil-Fabrik), a Liberec-based car manufacturer. L&K vehicles travelled the world in those days - from Mexico to Brazil, and from Japan to Australia, and were used and driven by some big names, too, including Tomáš Baťa, an Egyptian pasha... and others.



Alternative drive systems are not a thing seen only in the 21st century. In 1908 the founder of the Czech electrical engineering industry and famous inventor František Křižík bought an L&K, type E, to fit it with a hybrid system (petrol and electricity). In the picture, the power control is under the steering wheel, on the driver's right-hand side.



FATEFUL LIAISON

THE RUDOLFS



Vlastimil Rudolf,
Maintenance
Foreman,
Mladá Boleslav

Our ŠKODA AUTO family roots are indeed deep. My great-grandfather, Václav Rudolf, joined Laurin & Klement when it was a small, unknown factory. He worked as a saddler. My grandfather, Vlastimil Rudolf, started as a saddler, too, but later he trained as a painter. My father, Vlastimil Rudolf, joined the company right after completing his apprenticeship, and he still works here. Our whole family works here, including my sister, my mother, etc. No family members work anywhere else, and I expect this tradition to continue, although my kids are still very young. I only have good words for ŠKODA AUTO - the company is giving me work that I enjoy doing and appreciate having. I am a big ŠKODA fan, too; I drive exclusively ŠKODA vehicles, and I am very proud of this brand and show that wherever I go. I saw my future here right at the beginning, and I feel privileged to work in this modern, internationally successful company that meets the highest standards. The speed of work is very high, but the result is impressive - all the beautiful cars that are manufactured here!



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1915-1924



Motor plough
The best-selling products made by L&K after the Great War were Excelsior motor ploughs. The Excelsior products were exported to many countries, including outside Europe. The company's major markets for ploughs included Spain, Algeria and South Africa, and many L&K ploughs helped to restore the landscape in France that had been destroyed during the war.



Oleg Dohalský, ŠKODA Museum Renovator
L&K 300

1919-1923, total production: 236

„This is the oldest vintage car I have ever renovated. The factory produced it in 1927, as a limousine, but in July 1974 the Museum bought it from a man from Sezimovo Ústí after it had already been rebuilt into a race car. It was roadworthy, but the engine broke down later on. The car was substantially renovated over 2000-2001 - the engine and transmission were repaired and the body painted. The body is all original. I have been working on vintage cars in ŠKODA's renovation workshop since 1997. I have worked on many cars, and more are to come in the foreseeable future, e.g. a Popular Monte Carlo and a Superb.“



In 1922 the company developed a medium-class vehicle, Type 100, and abandoned the nominal identification of vehicles for numerical identification for the first time.

Together with the railway

Railway transportation has been involved in the distribution of cars nearly since the start of automotive production. In 1916 railway transport was used to get two Laurin & Klement vehicles to Hamburg, from where the cars continued by boat as far as Buenos Aires, Argentina. In the early stages, the factory used the local station, Mladá Boleslav – City. A railway siding making the link between the factory and this railway station more sophisticated was put into operation in 1964. In response to growing production volumes, the company extended the siding substantially and increased the number of tracks at the Mladá Boleslav plant between 1977 and 1978. Kvasiny commissioned a brand-new siding with a state-of-the-art loading system in 2007. ŠKODA uses railway transportation for about 60% of its finished-vehicle production.

Tool-making tradition

L&K's group of tool-makers produced the first drill templates in 1900, and in-house tool-making



as an independent area of expertise started developing in the 1920s. A substantial car-design and tool-making breakthrough came in the early 1950s, when the company abandoned wooden bodies for all-steel ones (for the first time in the ŠKODA 1200). The mass production also required adequate tools and instruments on the casts and forgings side.

Energy for the plant

Energy was needed from the beginning of Laurin & Klement's existence. The power house was fitted with three steam engines – the biggest one (650 HP) drove a massive dynamo, another one (300 HP) drove transmissions and one was a backup engine. In 1919 the company built a new power plant with a boiler house and a 40-metre stack to produce three-phase alternating current (500 V).

First service centre outside Mladá Boleslav

The company opened its first service centre in 1920 in Prague, inside the Waldstein Riding School building (Valdštejnská jízdárna)! Until then all repairs had had to be done in Mladá Boleslav.



FATEFUL LIAISON

THE RŮŽIČKAS



Irena Růžičková,
Logistics Operator,
Mladá Boleslav

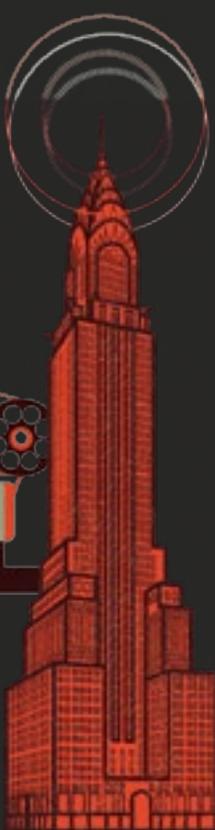
I have been working at ŠKODA AUTO for 24 years. I have liked my work a great deal from the beginning, so I recommended this position to my daughter Kateřina - and she has been working here for over 10 years now. My daughter's boyfriend, my sister, as well as my niece and nephew, they all work here, too.

I work as a logistics operator, and my role is to handle all defective parts. I joined ŠKODA as a storekeeper, using a trolley to bring material to the production line. The company has made huge progress in all respects over the years that I have been working here. We used to ride trolleys over areas with just tamped-down soil, some things were done a bit chaotically now and then, and parts were often just put on big piles. These days, cleanliness is one of the imperatives, everything is computer-controlled, and every part has its place and is easy to find. We were rather afraid of the new computer-controlled system, but today we realise we could not do without it; the system makes our work a lot easier. I feel very privileged



to work here, and I often realise that I am very proud of my employer and also of ŠKODA cars, no matter whether it is when I see a well-known ŠKODA model while on holiday abroad or when we talk about work at a school reunion party.

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1925-1934



In 1930, the year Václav Laurin died, ŠKODA started the then-revolutionary belt manufacturing system to produce 25 vehicles a day in the early stages and soon as many as 85 vehicles a day in a three-shift operation. Cars were produced by ASAP (Akciová společnost pro automobilový průmysl (Joint-Stock Company for the Automotive Industry)), a hundred-percent subsidiary of ŠKODA Pilsen. New models were launched gradually.

Michal Pallagy, Product Optimisation

ŠKODA 6R

1928-1931, total production: 322

„Our family bought this vehicle about 10 years ago, and we've been putting it together all the time - it has been roadworthy since May this year. The main „vintage specialist“ in our family is my dad. I help him and, of course, I like driving these cars, too. This vehicle was made in 1929, and we learned about it through an advertisement. It was free, just "load it on a trailer, and it's yours"! Going by the engine number, we tracked down the car's first owner, a doctor from Pilsen. At some point the car was used by firemen who eventually parked it in a garden, removed the fire equipment from it and left it at the mercy of Mother Nature. We had to literally dig it out, it was one foot deep in the ground, and there was a tree growing right over it.”

ŠKODA on wings

Mladá Boleslav and ŠKODA have had several liaisons with the aviation industry. Pioneering aviation at ŠKODA, Metoděj Vlach was the first Czech to manufacture an airplane according to his own design: a single-decker that made its first flight on 8 November, 1912. The biggest boom in aviation came after the Great War. After the merger between Laurin & Klement and Škoda Pilsen in 1925, the Boleslav-based factory started a licensed production of Lorraine Dietrich and Hispano Suiza airplane engines that were fitted to nearly all double-deckers the Czech army used between the wars. A great boom came in 1926, with the Masaryk Aviation League established to follow up the Masaryk Aviation Fund founded in 1923. The role of this association was to popularise airplane modelling and gliding training..



Marriage with Pilsen

In 1925 Laurin & Klement (joint-stock company) merged with Škoda Plants in Pilsen - two strong partners teaming up was the only solution making it possible to continue the automotive production. While Pilsen manufactured lorries and special



vehicles, the Boleslav factory was responsible for bodywork assembly across the product portfolio, and a new four-storey bodywork shop was built to that end. Finished bodies were shipped from the fourth floor of the bodywork shop to a building known as „Mechanika“, a place where the company manufactured chassis and engines and assembled the vehicles.

Own apprenticeship centre

ŠKODA has been training its future employees for nearly 90 years, operating its own Apprenticeship Centre since 1927. The Centre has produced nearly 22,000 graduates, including, javelin thrower Jan Železný, a three-time Olympic winner, world champion and world record holder (trained as a car mechanic in Boleslav).



FATEFUL LIAISON

THE FESL AND LHOTA FAMILIES



Miroslava Feslová,
Logistics Operator,
Vrchlabí

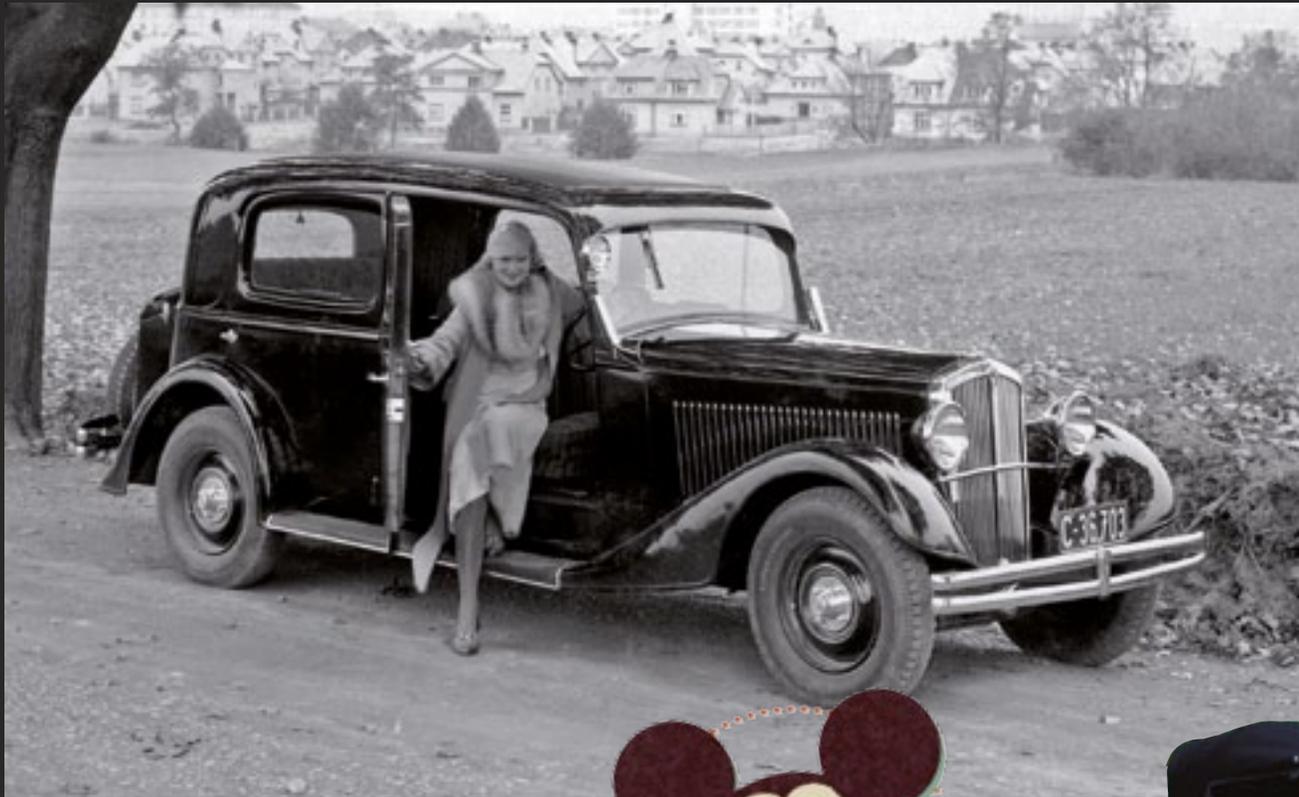
I have been working at ŠKODA AUTO in Vrchlabí for over 25 years, but I didn't think about working here before, even though both my parents worked here, and we used to go to the company holiday centre in Slapy. I trained as a couturier, so it was a coincidence that I ended up here after completing my training, but I am glad about that now. I met my husband here - he has been working here for 30 years, currently as a production operator. We work on the same shift now, but when our sons were younger, we did different shifts to be able to organise family things.

As I have mentioned already, both my parents used to work at ŠKODA AUTO, too. Dad was an electrician in Maintenance, working in all of the four plants, and mum sewed ceilings for the 1203



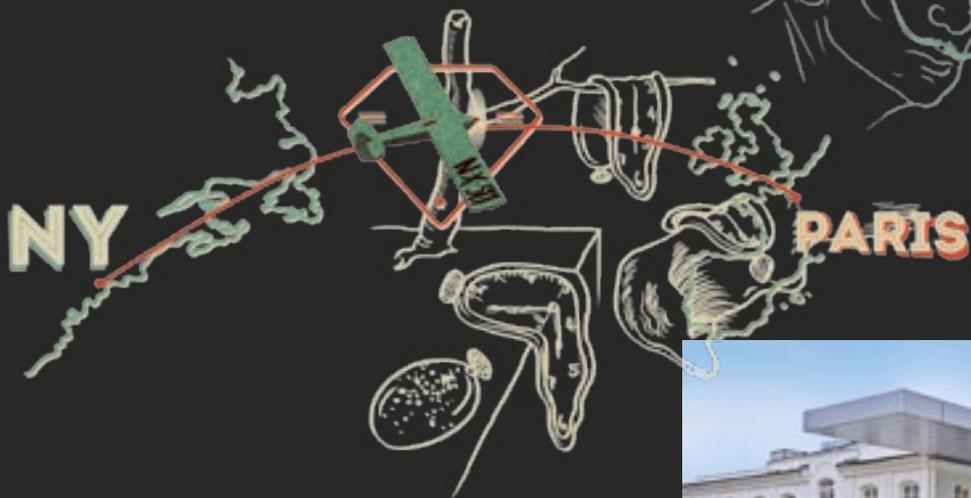
and beds for ambulance vehicles. Our sons are upholding this family tradition now. Michal, the older one, has been working here since January this year, at the Differential Machining Department. I am really glad about that, because I see ŠKODA AUTO as a prestigious and caring employer with sophisticated employee care and welfare programmes, which I really appreciate.

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Central frame

1931 saw ŠKODA launch the best six-cylinder vehicle of its time. Yet it was obvious that the future lay in producing a low-cost model affordable to ordinary people. The development of the central frame for the 420 Standard in 1933 was a real breakthrough – the new chassis was lighter and at the same time more resistant, and also more comfortable, thanks to swinging axle shafts in the rear and a couple of springs in the front. The Popular, a car based on the 420, was launched in 1934. This enormously successful car, affordable for ordinary people, helped ŠKODA exceed the threshold of producing 5,000 vehicles of a single model line. The Rapid and Superb were based on the same design.



Until 1928, vehicles were manufactured in the factory complex that houses the ŠKODA Museum today. The oldest building preserved to date was completed in 1912, and the Museum was opened there in 1995 (major reconstruction in 2012). However, ŠKODA already started building its collection in the 1960s (for what used to be known as the Autosalon or the AZNP Technical Museum).



FATEFUL LIAISON

THE PISKORAS

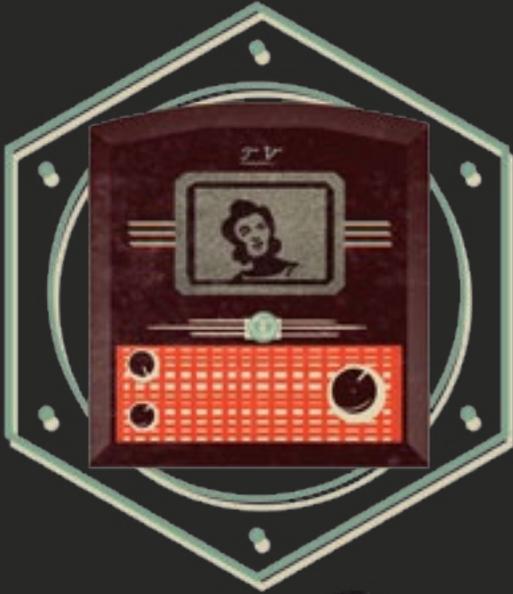


Radislav Piskora,
Welding Shop
Foreman, Kvasiny

Our family has been working at ŠKODA AUTO since 1950 when my father, Alois Piskora, joined the Design Department. After about four years, he was chosen for a team to launch production of our vehicles in new subsidiaries, e.g. in Chile, Indonesia, England, etc. In 1963 he was appointed Head of Technical Inspection and stayed in that position until his retirement. My mother worked in Kvasiny, and today you would find the whole of our family here, too. Like many families in Kvasiny, we simply have a soft spot for ŠKODA. The company is a good employer, and we live near the plant, which is important. Getting to work quickly is one of the priorities. That is why my wife has been working here for 26 years, and both our sons joined the company after completing their apprenticeships. Radovan works in Energy Management and Ondřej in the welding shop, as a robot fitter. My sister, her husband and their son all work here, too, and my brother Miroslav used to work at ŠKODA as well.



I trained as a machine fitter in 1981 and started in Welding Shop Maintenance. Later on, after completing my army service, I worked as a driver, but in 1998 I returned to ŠKODA AUTO in Kvasiny, as a welder, and I've been working as a welding shop foreman since 2008.



Vladimír Štěpka, Gearbox Development

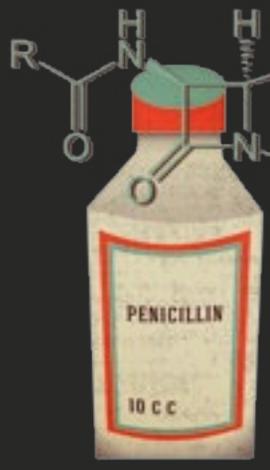
ŠKODA 418 Popular

1934, total production: 200

„In the 1970s our Popular was still roadworthy and was painted red. The original owner crashed it, though, so he did some dismantling to repair it, but he did not live to complete the job. Thirteen years ago, I found an ad through which his brother was selling the car, as part of the original owner's estate. I brought the car from Prague in parts, and I started putting it together. I can do a lot myself, mainly the mechanical parts. I drive the car, but not more than 40 mph, as I do not want to overload it, but I have already overtaken a tractor! My longest trip was to Jabkenice. The car needs a new paint job, which means dismantling it all again. ŠKODA only produced 200 Populars of this type, and I am proud to have one.”

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1935-1944



Bestseller

Following up on L&K's pre-war primacy, ŠKODA became the bestselling brand in the domestic market again in 1936, beating Praga and Tatra. ŠKODA sold 3,013 vehicles in the home market that year, 59% more than in the previous year. The brand sold 200 vehicles within a single day at the Prague Motor Show alone! The number of vehicles sold abroad was more or less equal to that on the local market.



Vlastimil Fidler, Customer Tests

ŠKODA Popular 995 „Liduška“

1937-1946, total production: 1,513

„I have been working on vintage cars since September 2005. Earlier on, I used to be responsible for ŠKODA's service network. I worked as a district warranty technician. I can repair nearly everything. I have several vintage cars, and Liduška is the oldest one - I've had it for two years now. I found an ad at six o'clock in the morning, and at nine I was already on my way to Ostrava. The car was in a state of unfinished renovation. I have completed the renovation job, but I don't drive her often, as I do not want to overload her. It's only 22 kW. I also have a 1000 MB whose mileage is only 8,000 kilometres, and it is all original. And now I am working on a ŠKODA Garde.“

FATEFUL LIAISON

THE DRBOUTS



Jiří Drbout,
Head of Vehicle
Production Planning
Mladá Boleslav

As a guy living in Mladá Boleslav, I always saw my future work life here at ŠKODA AUTO. I trained as a mechanic and electrical engineer at ŠKODA's apprenticeship centre, and also my university studies involved ŠKODA, including the final dissertation. Choosing my employer therefore wasn't a difficult exercise. I started my career at ŠKODA AUTO as a paint shop planning designer, gradually increasing the scope of my responsibilities, from coordinator positions to Head of the Paint Shop Planning and then Head of Vehicle Production Planning.

Both my parents used to work at ŠKODA, my mum for 15 years, first as a worker, later in Parts Assembly. Dad spent basically the whole



of his career here, holding various positions from Assembly Controller to Shift Foreman and, the last 10 years, Road Test Coordinator at the Quality Department. My brother Petr works here, too, and so does my wife Iveta - we joined the company together.

The company has gone through big changes over those nearly 30 years that I've been working here. The plants have grown bigger and have been extended with new operations, and I am proud to have the opportunity to be part of all these changes. ŠKODA AUTO has always been part of my life, and I wish the company and all my colleagues every success and hope that this success story continues.



Václav Klement, the other company founder, died in 1938. One year later, the company's civil production was reduced in connection with the outbreak of World War II. Besides weapon parts, cartridge cases and grenades, the company assembled various types of auxiliary vehicles, four-wheel drive vehicles and heavy (RSO) tractors.

Healthcare

ŠKODA AUTO has been providing healthcare services since 1941. In the early stages the main responsibilities included medical check-ups of newly hired employees, hygiene at work and healthcare for selected departments exposed to substantial health risks.



Races and fabulous journeys

Success on the racetracks was also a good form of promotion before World War II. One of the most successful vehicles was the Popular: After finishing second at the Monte Carlo Rally in 1936, the car won races in Africa, the Balkans and Uruguay. Long-distance trips became one of ŠKODA's biggest strengths. For example, in 1933 Jiří Hanuš drove a 633 across the Sahara Desert, one year later four Populars made a successful journey to Calcutta, and in 1936 the Elstners spent a hundred days in a Popular on their trip across America, and Procházka / Kubias made a 98-day round-the-world journey in a Rapid.

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The end of World War II was very dramatic at ŠKODA's plant in Mladá Boleslav. People already stopped working on 5 May, 1945. Looking for petrol, German soldiers managed to get to the plant site twice, and two ŠKODA employees died during their second raid. The last blow came on 9 May, when nine unidentified airplanes bombed the plant. The first speculation was that it must have been German bombers, but later on it became more probable that the plant had been bombed by Soviet planes chasing Wehrmacht units.

Michal Velebný, Renovation Workshop Coordinator
ŠKODA 1101 Supersport

1946-1949, total production: 66,904 (1101 and 1102)

"The first post-war years saw several launches of new models of the Škoda 1101 - people called this car the Tudor (two-door body). Sport and Supersport race cars were built on adapted 1101 chassis - by the way, our renovation workshop completed a renovation of the last Supersport last year. To me this vehicle is very special, because its body design was developed by a team led by Josef Velebný, my granddad, who was Head of Bodywork Design at that time."

Post-war production

After the end of the war, the severely damaged plant in Mladá Boleslav produced the first modernised ŠKODA Populars. The national economy took a socialist direction: In the autumn of 1945, big companies were nationalised, including Škoda Plants in Pilsen and ASAP (Joint-Stock Company for the Automotive Industry) in Mladá Boleslav. New Year's Day, 1946, saw the establishment of „Automobilové závody národní podnik“.

Ambulances from Vrchlabí, Superbs from Kvasiny

Just like the plant in Mladá Boleslav, the bodywork shop in Vrchlabí was nationalised in 1946 and became part of ŠKODA (national enterprise). The first vehicles with the winged-arrow logo produced in Vrchlabí were ambulances (1101). This first merger, however, only lasted five years. In 1954 the government decided to make Vrchlabí an independent enterprise and start military production there. The Kvasiny plant founded by František Janeček became part of ŠKODA in 1949, but in 1953 it also became independent for a few years.



The era of manufacturing medium- and upper-class vehicles in Mladá Boleslav ended in 1950, the bullet-proof VOS being the last one. The vehicle had to be made four inches longer than the original design, because tests showed that it did not provide enough rear-seat space for President Gottwald's chubby wife, Marta.

Need for speed

ŠKODA did not give up its racing ambitions even in the difficult post-war times. For example, in 1948 Artur Porro won the President Cup at Montevideo - Melo - Montevideo (1,000 km) in an 1101. The 1101 Sport also did very well at the Le Mans 24 Hrs, sharing the first place with (the eventual winner) Aston Martin until the 13th hour, when a wrist pin defect meant the end of all hopes.

1200 - a breakthrough model

In 1952 ŠKODA launched the Sedan 1200 with a new all-steel body that replaced the hitherto used wood-and steel bodies.



FATEFUL LIAISON

THE ČTVRTEČKAŠ



Bohuslav Čtvrtečka,
retiree, Kvasiny

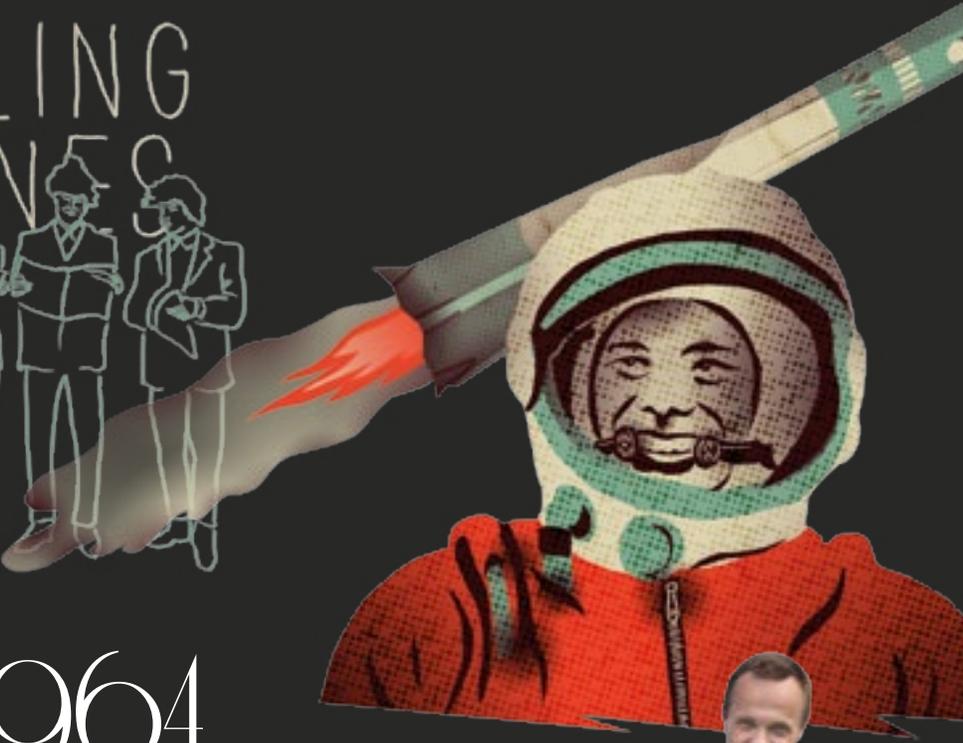
I joined the Kvasiny plant in 1959 - the company made it possible for me to do part-time education and offered me a good career growth opportunity, too. In 1964 I joined the Technical Inspection Department as head of the welding shop inspection group. At that time the key product was the Octavia Combi, a car that later took me across the ocean, to Chile, where I spent more than a year helping the local guys with a transition from mere assembly to full production. Later on I held various quality-related managerial and coordination positions until my retirement in 2005, after 46 years of uninterrupted employment at ŠKODA AUTO. The history of our family's presence at ŠKODA AUTO began with my uncle, Vendelín Čtvrtečka, who started working in the bodywork shop before the official production launch. His son Zdeněk and his wife,



Marie, worked here until their retirement, and his grandson Michal Čtvrtečka still works in Assembly. When the production started in 1934, my uncle also got a job for my father, Bohuslav. Dad met my mother here, I was born during the war and my brother Pavel four years later. Dad was always into automotive technology, and when Kvasiny was commissioned to produce the Š 1101 roadster in 1948, he got a prestigious job as a test driver. My mother returned to ŠKODA AUTO after maternity leave. She worked in Assembly and then from 1950 at the Telephone Exchange, On-Site Radio and Telex Department. We lived 50 metres away from the main gate - I would come home from school, shove the schoolbag into the corner and go to my usual place in front of the plant, „helping“ with the production.

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ROLLING STONES



1955-1964



Spartak or Orlík?

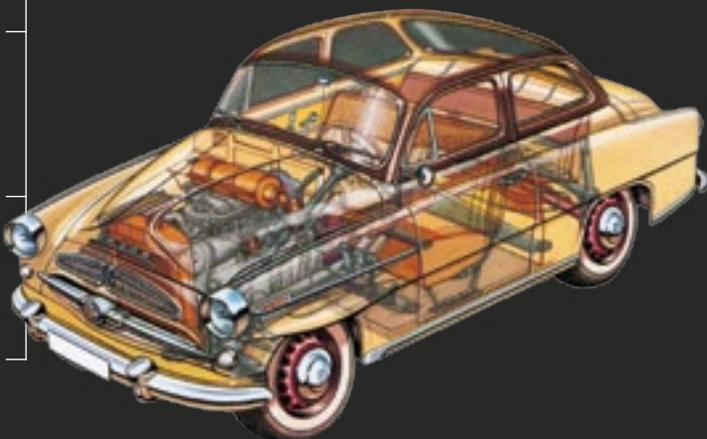
1955 saw the launch of the ŠKODA 440. People widely used its original name, Spartak, but the car was actually launched as Orlík, Rival and, primarily, 440. Daily production was about 40 vehicles, and then 96 vehicles from June 1957.

Jiří Hambálek, In-house Repairs

ŠKODA Octavia

1959-1964, total production: 229,531

„I've had this Octavia since 1988 - it was our only family car until 1996; now it's more of a toy to me. It has never been completely renovated and never completely disassembled, and the only renovations done by pros involved the bodywork and the paint. I do mechanical things myself. Now I am also renovating a ŠKODA 450 of 1959 - the car rolled off the line on Christmas Day! We take the car out whenever the weather is fine, and I do about 5,500 km a year. I always take spare parts with me, but the Octavia can do 500 km in one go without a problem. The usual cruising speed is 75 -80 km/h. The interior smells sweet, and people are close to each other inside.“



Foundry patent

In 1964, in connection with its new-model plans, ŠKODA built a production line for aluminium pressure casting – under a Czech patent of 1924. As a result, the company had the most sophisticated foundry in Europe at that time. The engine of the ŠKODA 1000 MB was the world's first mass-production engine manufactured by means of aluminium pressure casting. With a number of modernisations, the company produced this engine for nearly 40 years. Only one year earlier, in 1963, shortly before the launch of the 1000 MB, the company opened the Forge in Hall H2.



Press shop for Vrchlabí

As part of a massive restructuring in 1956, the company decided to produce commercial versions of ŠKODA vehicles, i.e. vans and ambulances, in Vrchlabí. In this connection, the Vrchlabí plant built its own press shop in a former paints factory. The three-storey building housed one 1,000-tonne, two 500-tonne and three 250-tonne presses.



In 1959 ŠKODA modernised the 440 and 445 lines (the common name people used for these vehicles was Spartak). The name of the roadster derived from these lines was ŠKODA 450. Along with this modernisation, ŠKODA changed the existing numerical identification of vehicles back to nominal identification - the 440 and 445 were named Octavia and Octavia Super, respectively, and the roadster was named Felicia. The basic line (Octavia/Felicia) was produced until 1964 and the estate version of the Octavia until 1971.

FATEFUL LIAISON

THE KOLDOVSKÝS



Vlastimil Koldovský,
Offices and
Services
Management,
Vrchlabí

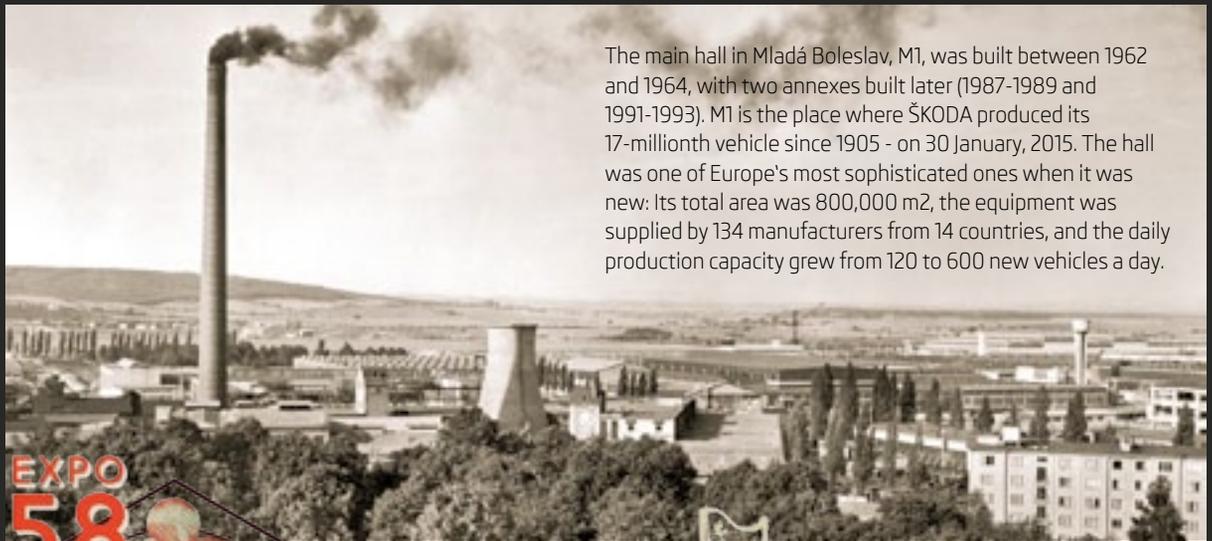
I have spent the whole of my career at ŠKODA AUTO. I have been working here for 20 years now, and I am very proud of that. I am a ŠKODA patriot, the brand has been accompanying me all my life. My granddad and both my parents used to work here, and I hope that this tradition that started in 1949 will continue. I joined the company in 1995, and I started in Production, the chassis part of the assembly line. In 1996 I moved to Transport to work on the shop floor. Between 1999 and 2003 I was responsible for handling equipment maintenance in Transport, and in 2004 I joined the employee shop in Vrchlabí, where I've been working ever since, as a technical staff member.

My granddad, Vlastimír Koldovský, joined ŠKODA AUTO in 1949. He worked as a worker and later as a foreman in the saddlery, and also as a technologist and later as Head of Technology. My grandma worked on the assembly line. My father, Vlastimil Koldovský, spent all of his career in Transport, working as a car mechanic and driver of passenger and freight vehicles. He was my inspiration in



terms of dedicating my career to ŠKODA AUTO. My mother, Blanka Koldovská, works in the equipment spare parts warehouse. We talk about work at home quite often, as we all work (or used to work) in the Vrchlabí plant. My father has already retired, but we used to be colleagues for some time! I missed granddad at work by five years.

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The main hall in Mladá Boleslav, M1, was built between 1962 and 1964, with two annexes built later (1987-1989 and 1991-1993). M1 is the place where ŠKODA produced its 17-millionth vehicle since 1905 - on 30 January, 2015. The hall was one of Europe's most sophisticated ones when it was new: Its total area was 800,000 m², the equipment was supplied by 134 manufacturers from 14 countries, and the daily production capacity grew from 120 to 600 new vehicles a day.



Róbert Schmögner, Quality

ŠKODA 1000 MB

1964–1969, total production: 349,348

„I was actually looking for an „R“, but then I came across this 1000. It was newly painted ... it took me less than a year to decide, and then I simply bought it. We have done all the chrome-plated parts and seals on it, together with my dad and my brother. The interior is all original. Getting a proper radio took me a long time. I went to my first bigger event, the ŠKODA Classic Tour, this year in June. The car is parked in a garage in Slovakia, but I work here, so it is my brother Roman who takes care of it. And although I don't have much time for driving and renovations, I've bought another vintage car, another 1000, production year 1966.“

FATEFUL LIAISON

THE HARANTS



Petr Harant,
Job Design,
Mladá Boleslav

Our family has been working at ŠKODA AUTO for four generations, and although not everything in the past was perfect, we have enjoyed working here, and we are very proud of our employer. It all started with my granddad, my dad worked here, too, and these day it's me, my son and my daughter. My granddad, Karel Harant, born in 1901, worked here as a stoker the last four years of his life. My dad joined the company as an apprentice, trained as a locksmith (three-year training) and worked here from 1958 until 2002, when he retired.

I have been working at ŠKODA AUTO since 1993, when I joined the Computing Centre, and I am still in the same department, although I have held a number of positions over those years. I also work as a unit chairman at the KOVO MB Union. I am in the middle of my second election term now. This work gives me a great opportunity to influence employees' working conditions. I am glad that my children can work here, too. Both my son and my daughter had to find jobs themselves, and maybe my job here made it a bit more difficult for them.



ŠKODA also continued developing rally cars in the 1950s, e.g. the Sport and the Supersport, one of which set a record speed of 203.3 km/h. Vehicles derived from series-production cars took part in various races, too. For example, six ŠKODA 445s finished a 10,000-mile race in Australia in 1958, one of them winning its category. Other cars appeared at the Monte Carlo Rally and in newly established local rallies. The first local rally, "Rallye CSR", was held in May 1960.



Felicia from Kvasiny

The Kvasiny plant has been part of ŠKODA since 1949. The plant management started considering the possibility of developing its own vehicle shortly after the merger. The decision was made on 13 March, 1956, and the result was a roadster named 450, later renamed to Felicia, probably the most beautiful car ever produced in Kvasiny and still highly appreciated by vintage car collectors. This vehicle was the reason for extending the plant with a new press shop, paint shop and welding line. At the same time, however, the Kvasiny plant returned to AZNP Mladá Boleslav's organisational structure (in 1959).

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1965-1974



In New Zealand and India

Trekka, the first series-production vehicle designed in New Zealand and for New Zealanders, is in fact a redesigned ŠKODA Octavia. Vehicles exported to New Zealand were shipped knocked down. Josef Velebný, a bodywork specialist from Mladá Boleslav, was involved in their assembly after making a deal on Trekka parts deliveries with local entrepreneur Noel Turner.

Martin Klapač, Kosmonosy Services

ŠKODA 100

1969-1977, total production: 602,020

„This is one of the first 100s. ŠKODA produced 1000s until the company-wide holiday in 1969, and the 100 production was launched right after that holiday. I have about six roadworthy vehicles and over 60 motorbikes. The reason I am saying „about” is that they are scattered in several places, mainly at my parents’ in South Bohemia, the region I come from. Besides this ordinary one, I have a rally 100 parked in the Velké Hamry Museum. When I was 14, my dad and I renovated great-granddad’s Jawa, and I took to this work. I like the idea of having all my cars together, but my family and its needs are the priority. We live in a flat, and although we are planning to buy a house, but I don’t think even our new house will provide enough space for 60 motorbikes and six cars...”

FATEFUL LIAISON

THE NOHYNEKS



Stanislava Nohynková,
Customer Services
and Sales,
Mladá Boleslav

Our family has been working at ŠKODA AUTO for three generations. I wanted my son Michal to work here, too, but he is on a full disability pension. Family members to have worked here include my maternal granddad, both my parents and now me. My granddad, Jiří Votruba, worked on a lathe and later did office work, too. My mother, Věra Votrubová, worked in Procurement, and there she met my father, Stanislav Nohynek. They got married, and when mum completed her maternity leave, she started working in Gear Quality Control. My father later also worked in education and training, and I have been working in the archive and central registry since I joined the company. Many things have changed over those years. Many documents intended for archiving have been digitised, and the working conditions have improved, too. I really appreciate the opportuni-



ty to work at ŠKODA AUTO. The company is a prestigious employer in all respects. I like history, I want to know how things started and what went on, and it's really great to see that our employees are skilled enough to produce vehicles of world-class quality. I am always proud when I see any reference to our company, whether in newspapers or on TV. I am a small drop in a big sea of employees, but I am glad that I can work here and be part of ŠKODA AUTO's success.



1000 MB and its versions

The new plant built in the previous decade was intended for the production of a single model, a thing that is hard to believe today. The chosen model was the ŠKODA 1000 MB, produced also as a sedan (1000 MBG) and a two-door (1000 MBX). The company produced 63,088 vehicles in 1965, selling them in communist countries, as well as in the UK and Australia, for example.



In 1956, Vrchlabí started developing a high-capacity vehicle whose series production would only be launched in 1968: the ŠKODA 1203. The company manufactured a fairly large number of versions, from an ambulance to a hearse. The vehicle was produced until 1981, when the assembly was moved to the TAZ plant in Trnava, Slovakia.

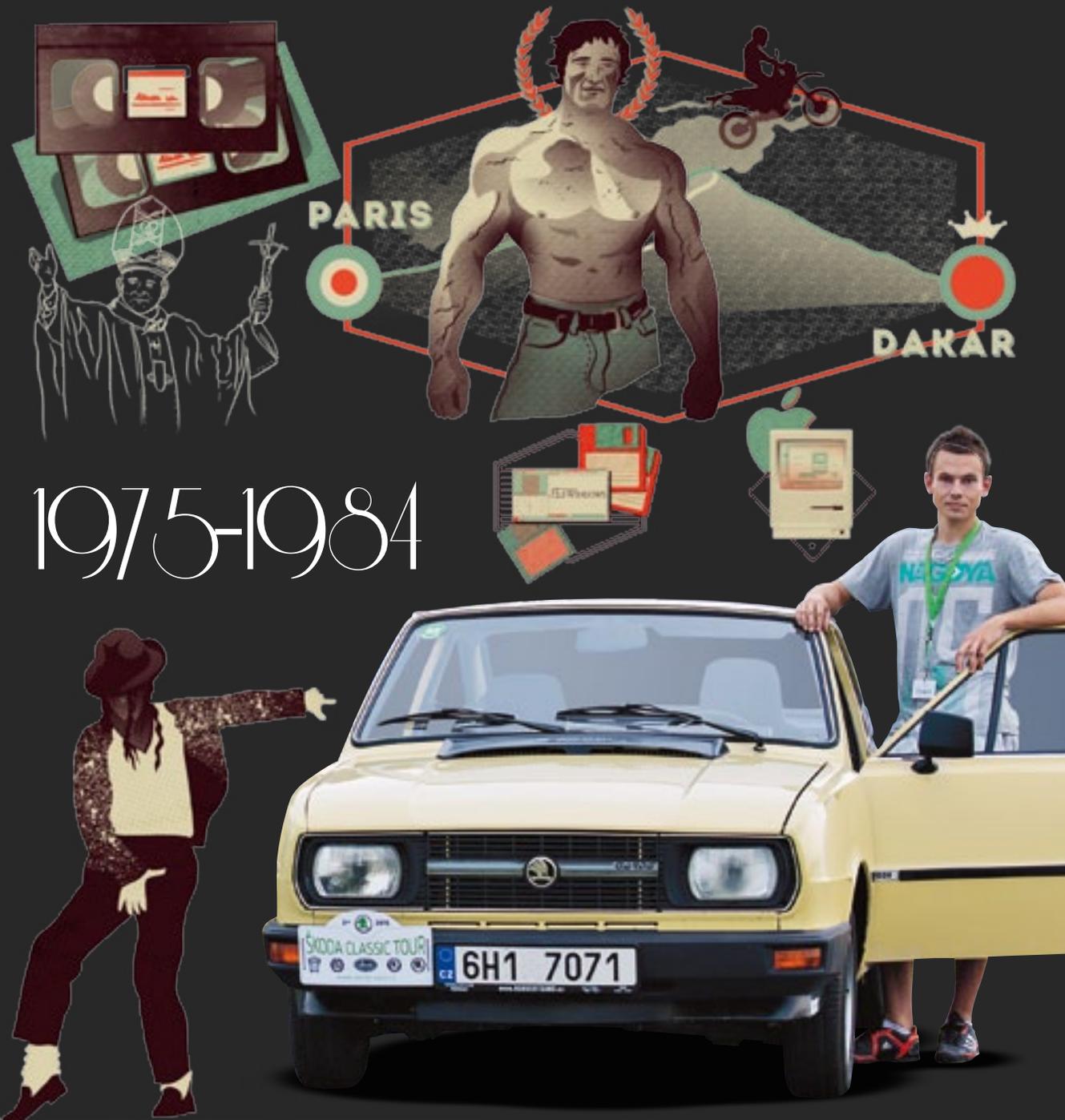
Quiet, please!

Inside and outside noise levels are perceived as a highly important parameter these days. The company started working on acoustics parameters (as we know them today) at the turn of the 1960s and 1970s. ŠKODA used its first cylinder dynamometer with low-diameter cylinders in the 1970s. 1991 saw the opening of the company's first semi-anechoic chamber with high-diameter cylinders. In 2010, as part of the Technology Centre, ŠKODA opened the Acoustics Centre, with test chambers designed for top-class acoustics measurements and analyses.



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1975-1984



In 1975, ŠKODA launched the 130 RS, a sports car that later became a motorsport legend thanks to its numerous achievements. The 130 RS was ŠKODA's most successful post-war rally car in its time, achieving a one-two victory in its category at the 1977 Monte Carlo Rally, winning all points in six events of the European Circuit Championship and thus clinching the championship title, etc.

Petr Kučera, Kvasiny Assembly

ŠKODA Garde

1981-1984, total production: 11,179

„I bought this Garde in 2011. It was in good nick, just a little rusty, because the garage it had been parked in was damp. The interior is all original and in good condition, too. I drive it about four times a year, to various meet-ups and also to please my three-year-old son, Miloš. The mileage is 70,000 kilometres. I had seven other Gardes before this one. I took to vintage cars when I was 18 - I wanted a coupé at that time. I bought some of the cars just for spare parts and then resold them. One of those I still have is in metallic silver, production year 1984. It is a prototype from Kvasiny, where they tested the paint. This car was intended for export to Germany, and it is going through renovation now. I have a soft spot for Gardes; I have all the Garde brochures of the 1980s.”

FATEFUL LIAISON

THE MUŽÍKS



Martin Mužík,
Engine Production
Control,
Mladá Boleslav

Looking for a job at ŠKODA was a simple choice for me, maybe because I was born in Mladá Boleslav. I have been working here for 26 years now, and I am glad about that. My grandma worked at ŠKODA when I was a little kid; my dad, Míkuláš Mužík, worked as a welder in Bodywork Production. Although I planned to go to a secondary farming school and work in agriculture at first, the „family council“ decided that the ŠKODA AUTO Apprenticeship Centre, Road Vehicle Mechanic and Repairer would be the first-choice option. After completing my apprenticeship, I joined the Engine Assembly Department, then in Hall M2. After some time I became a „reconditioning worker“. When production of the Škoda 105, 120 and 125 was terminated, I was assigned, together with my colleagues, to the production of the then-revolutionary Škoda Favorit. Then I went to evening school and later on I was offered a job in the Industrial Engineering Unit. Holding various positions such as Standards Officer, Designer,



Group Leader, Specialist, etc., I spent 18 years in that unit. Since March this year, I have been working as a specialist in Engine Production Planning Control. My daughter Klára, the fourth generation to work at ŠKODA, works in the Axle Assembly Unit. My wife Petra, my daughter's boyfriend Honza and my wife's sister Renata all work at ŠKODA, too. To put it simply, we are a big ŠKODA family.



In 1976, ŠKODA launched the 105/120, a reliable, affordable family vehicle, unfortunately still featuring the obsolete rear-mounted engine design but boasting good driving properties and an unrivalled price. The 105/120 soon became an export hit.



Garde and Rapid

Kvasiny manufactured sports versions of Mladá Boleslav-made series-production vehicles in those years. In 1981, the Kvasiny plant started producing the Garde, the first ŠKODA to feature plastic bumpers. The car was renamed to Rapid in 1983.

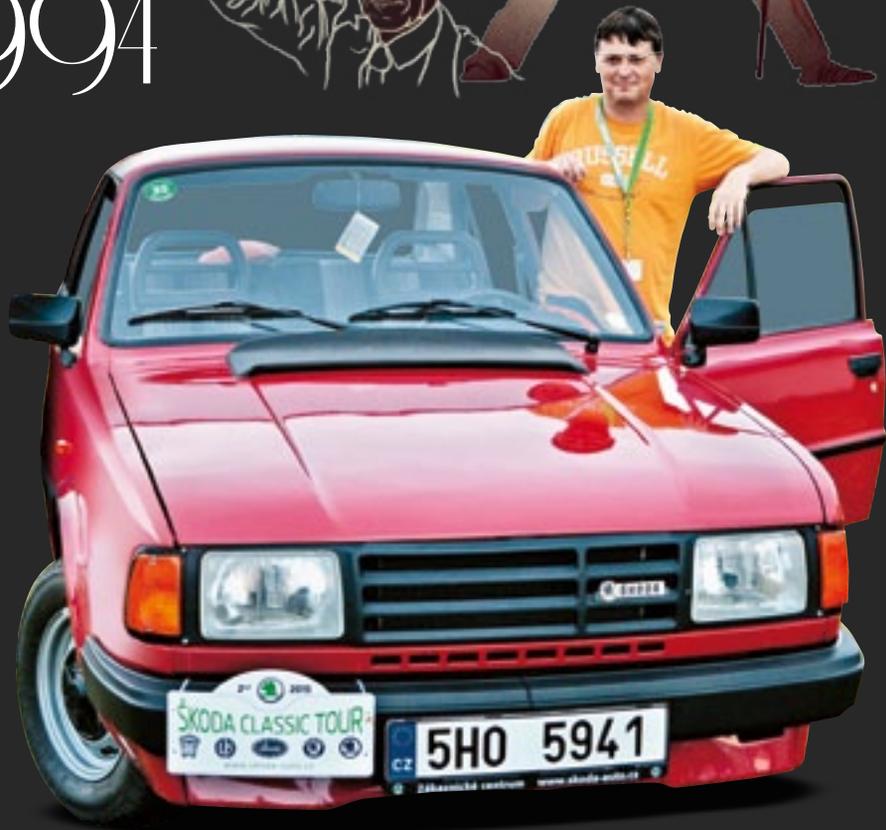
Independent design

In the early stages of the automotive production, cars were usually shaped by design engineers - the final design would be made to meet the existing technical requirements and limitations. Later on, manufacturers started hiring independent designers and/or studios that, in cooperation with in-house engineers and technologists, added the required amount of aesthetics and style to the purely functional shapes. The next step was establishing independent design departments. ŠKODA opened its first design centre in October 1984.

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1985-1994



Small miracle
1988 saw the launch of a brand-new model line, the Favorit. ŠKODA managed to implement this new, modern solution with a front-mounted engine, front-wheel drive and a compact body with a large tailgate in record time. The bodywork of this elegant limousine featuring a hatchback tail was designed by Italian designer Nuccio Bertone. The last road tests were done on Porsche's test track. A small miracle happened: ŠKODA defended a concept of producing a modern vehicle independent of the rest of the socialist-bloc production. The car was a great success, and soon the 100,000th Favorit was produced, in the autumn of 1989.

Jaroslav Šimána, Axle Maintenance
ŠKODA 136 GL
1987-1990, total production: 1,631

„This is one of the last vehicles of this model line; it was produced in Kvasiny. I bought it four years ago from the first owner, as a vintage car in perfect condition, with a mileage of 19,000 kilometres. It is all original, the first owner says the only thing he changed some time ago was the exhaust pipe, so I've replaced only small things, such as the battery, oil, plugs, etc. I drive this car on Sundays, in summertime. I also have old motorbikes at home, Čezeta and Jawa. As for vintage cars, I also like the 1000 and the „R“, but I have no space for more cars. The garage is full, and our new family car is parked outside, because it is more resistant to bad weather conditions.”



Under Volkswagen's wings

After the political and economic changes of 1989, the Czech government started looking for a strong partner to transform ŠKODA into an internationally competitive company. The final decision to choose Volkswagen was made in December 1990. ŠKODA became part of the Volkswagen Group on 16 April, 1991.



Kvasiny and Vrchlabí

In 1990, Vrchlabí started producing an estate version of the Favorit, the Forman, and in October 1991 Kvasiny launched production of a new pick-up vehicle.



The benefits of being part of the Volkswagen Group became fully apparent in 1994. The brand produced its 1-millionth Favorit and, still in that year, replaced this model with the Felicia (the first vehicle of this new line was officially produced on 5 September in Vrchlabí). The new model was officially launched by the then-Mayor of Prague Jan Koukal on the Charles Bridge, and ŠKODA representatives also took the car to the Prague Castle to make a presentation to President Havel.



FATEFUL LIAISON

THE PODHAISKÝS



Petr Podhaiský,
Process and
Organisational
Management,
Mladá Boleslav

My granddads and grandmas started working at ŠKODA AUTO after World War II, my great-uncle Jiří and my father Pavel joined the company in the late 1960s, and now it is my turn. I came in 2002, completed the Trainee Programme and then spent a very short time at the Motorsport Department. Then I moved to Sales CR, where I held several positions, and later on I started doing what I still do - sales in Process and Organisational Management. My grandma spent over 40 years in this company as an accountant (general bookkeeping). She was good at languages, so she helped in motorsport, too, communicating with foreign drivers. Granddad also spent more than 40 years here, the whole time in Design. In the 1960s, ŠKODA built a new plant for the MB 1000, and granddad moved to the then-newly established department that designed moulds for pressure aluminium casting. He soon became the head of that department and stayed in that position until his retirement. The



other granddad (in the attached photo) worked in the installation workshop. He was a renowned expert in repairs of all descriptions. My father joined ŠKODA AUTO right after graduating from the Czech Technical University in 1978. He started in the Aluminium Founding Technology Unit, and three years later he was offered a job in Work Economy, where he actually started his HR career. After the revolution in 1989, he was appointed Head of Work Economy and later Head of HR.



1995-2004



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Four models, two brands

The foundation stone for the second assembly hall in Mladá Boleslav was laid in 1995 by the then-President of the Czech Republic, Václav Havel. The hall was the first building of its kind in the Czech Republic and was named the „Best Steel-Structure Building” in 1997. The originally planned capacity was only 380 vehicles; the current capacity is 1,245. The hall produces four models of two brands on a single line.

Pavel Richter,

Head of Octavia and Rapid Production in ŠKODA Mladá Boleslav I

ŠKODA Octavia

1996 to date, total production: over 4.5 million

“My life at ŠKODA AUTO is tied to the Octavia, the brand’s cult model. I started as Head of Production in the Mladá Boleslav press shop in the year 2000. At that time, we were making pressings for Felicias, Fabias and, the biggest ones, for Octavia frames. The first-generation Octavia was a breakthrough and an enormous success - no wonder the company produced this car for 15 years. The initial production capacity of 350 vehicles a day grew to 500. And the second generation exceeded the daily plan, too. I was part of the team opening the VW plant in Kaluga, Russia, where the Octavia was the first product. And I was also involved in preparing the Octavia assembly in Bratislava. My liaison with the Octavia has taught me one thing: Whatever you do, do it as best as you can, otherwise you can just leave it to someone who is prepared to do it to perfection.”



FATEFUL LIAISON

THE HRDLIČKAS



Martin Hrdlička,
Head of the
Chassis and
Engine
Development
Department

It all started with my granddad, Karel Hrdlička, who was appointed a vice-director and Head of HR for the entire Škoda Group in 1924, at the Škoda Group Directorate in Prague. That was one year before the merger between L&K and the Škoda Group. In 1927, granddad became part of Škoda's organisational structure by being appointed the plant director and a short time later the chief executive. He became responsible for managing the whole company and, primarily, implementing a breakthrough technology: launching series production (belt production then). He also managed the launch of the Popular successfully, as well as the launches of equally famous bigger vehicles, such as the Rapid, Favorit and Superb. He had to leave his position in 1941, and although he was allowed to resume his office after the war, he would have had to join the Communist Party, which he didn't want to do. His work was followed up by my father, Petr Hrdlička, who joined ŠKODA as an apprentice in 1948. In 1983, dad was appointed Head of Develop-



Petr Hrdlička (left) with designer Bertone.

ment. He, (Italian designer) Bertone and a group of enthusiastic and highly motivated engineers from the Development Department and other units such as ÚVMV developed ŠKODA's first front-wheel-drive vehicle, the Favorit, in record time. I have been working at ŠKODA AUTO since 1993. I became responsible for the ABS, and two years later I joined the VW Development and then gradually climbed up the ladder to my position today, Head of Chassis and Engine Development. I have great respect for my ancestors: my granddad, my father and my uncle. I think of them increasingly often even at work, and I'm very proud of them.



Full automation

A hundred years ago, the old part of the plant housed just one press shop with manual presses gradually forming the material. The current press shop building, M15, was opened in 1998. The last manual line is going to be closed this summer. From now on, the brand will only have fully automated lines.



In 1996, ŠKODA finished first in a Volkswagen Group's in-house comparative survey regarding quality and customer satisfaction, one of the key reasons being massive investments in production. ŠKODA started building an assembly hall for the new Octavia and opened a new paint shop in Mladá Boleslav.



Important year

The year 2000 was an important one for ŠKODA in many respects. For example, the Mladá Boleslav plant produced its first MQ 200 gearbox on 8 August, the new Fabia Combi had its premiere at the Paris Motor Show, and ŠKODA opened the Czech Republic's first corporate university (ŠKODA AUTO University in Mladá Boleslav) and commissioned the ŠKODA Parts Centre for the distribution of genuine spare parts and accessories.

1895
1905
1915
1925
1935
1945
1955
1965
1975
1985
1995
2005
2015



The brand's motorsport activities date back to 1901, when the company, still Laurin & Klement, started presenting its products by appearing in various motorsport disciplines and events. ŠKODA started a new chapter in 2007 after presenting the Fabia Super 2000 concept car at the Geneva Motor Show. The Fabia Super 2000 would go on to win a total of 39 national and international titles between 2009 and 2014, from South America to Asia. Its successor, the Fabia R5, is doing equally well.



Jozef Kabaň, ŠKODA AUTO Chief Designer
ŠKODA Superb
2001 to date, total production:
over 700,000

„ŠKODA is proud of its successful history and its origins, and we always do our best to ensure that the shape of our cars conveys this pride. The purity of each plane and the precision of each edge are inspired by Czech crystal, one of the symbols of these values. And we place even greater emphasis on the overall dimensions to enable individual details to stand out. The Superb started an era in which design plays a pivotal role, and our ambition is to produce a powerful combination of aesthetics, functionality and emotions, so that each of our cars hits both the common sense and heart buttons.”



FATEFUL LIAISON

THE LÍHAŘS



Lucie Pohlová,
(born Líhařová),
Air Transport,
Mladá Boleslav

The history of our family at ŠKODA AUTO is long and eventful. On my father's side, my family has been working at ŠKODA AUTO for 95 years. It all started with my great-grandfather, Roberta Líhař, who was one of the trade union's founding members. He was an L&K employee in the 1920s. My granddad, Eduard Líhař, was born in 1906, and he joined Škoda ASAP in 1925. He held various positions until 1963, when he was appointed Head of Sales at AZNP. My father, Eduard Líhař, joined AZNP in 1961 as a mechanic in Česana (development department). Later he worked as a technician and an office worker at AZNP's motorsport department, where he stayed until 1982. My mother, Pavla Líhařová, joined the company in 1969. She started in Česana (Development) where she was part of the team to establish the Photography Department as part of the Technical Unit. After her



maternity leave, she joined the Promotion Department as a Promotion Officer, and in 1991 she was appointed Advertising Specialist - she stayed in that position until her retirement in 2004. She led a team to produce a multitude of films promoting the company, Rally World Championship videos, calendars promoting the brand's models and motorsport activities, etc., and she also produced many photos of Škoda vehicles that are part of the existing archives and are still in use. Personally, what I found particularly attractive about ŠKODA AUTO when I was joining the company was the opportunity to use foreign languages, and also the variety of activities and areas of expertise, the trainee programme, as well as the extensive portfolio of courses and training programmes. I am really happy here.

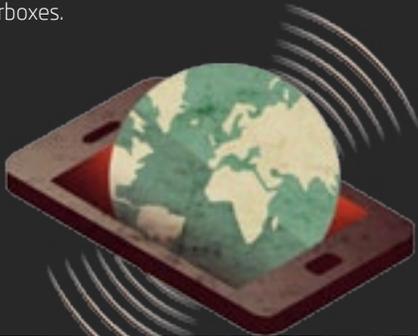


New models

The latest decade of ŠKODA's history has seen substantial product portfolio extensions. The Fabia, Octavia and Superb (produced since 2001) have gradually been joined by the Roomster (2006), Yeti (2009), Citigo (2011) and Rapid (2012). The Vision D and Mission L concept cars of 2011 and 2012, respectively, presented ŠKODA's new design language and started the most extensive „model offensive“ in the brand's history, which led to the production of over 1 million vehicles in 2014. Moreover, all of the current models offer top-class safety - all ŠKODA's seven model lines have achieved the best possible result, five stars, in Euro NCAP crash tests.

Language of figures

The progress the brand has made over its 120-year history is easy to document with figures. While in 1991 ŠKODA celebrated 5 million vehicles produced since 1905, the 15-millionth vehicle was produced in February 2013, and the company is expected to reach close to 18 million this year. Moreover, ŠKODA has already produced over 11 million engines and 4 million gearboxes.



Production worldwide

While Laurin & Klement started with two workers and one apprentice in 1895, ŠKODA vehicles today are manufactured in the Czech Republic, as well as in India, Russia, China, Kazakhstan, Ukraine and Slovakia. The plants in Kvasiny and Vrchlabí have clearly defined roles and good prospects for the future. Massive investments have been made in Kvasiny - in addition to the Superb and Yeti, the plant is going to manufacture a brand-new ŠKODA model line (SUV) plus another new vehicle under the SEAT brand. Since October 2012, Vrchlabí has been producing modern DQ 200 gearboxes fitted to ŠKODA vehicles, as well as to models of other Volkswagen Group brands.

