



1895 —
— 2015



Laurin & Klement / ŠKODA
— 120 Years of Success

Introduction

ŠKODA was founded during a time of global awakening. In the late 19th century, new types of transport emerged, reshaping people's everyday lives and broadening their horizons. Bicycles became readily available, the earliest forms of aircraft were being tested and the automobile was invented. People were fascinated by this exciting new mobility – enthusiastic about speeds never before experienced, they gained the freedom to travel further – easier and quicker than they had ever imagined. It was in this pioneering era that two visionaries, Vaclav Klement and Vaclav Laurin, founded a company together. As avid cyclists, they were very excited about the concept of individual mobility.

In the heart of Europe – at the traditionally strong industrial centre of Bohemia – they began manufacturing bicycles in Mladá Boleslav in 1895. The bicycles bearing the name 'Slavia' were a huge success on both the domestic market and abroad. As early as 1899, the young company began producing motorized two-wheelers. These were the first motorcycles in Austria-Hungary. It is interesting to note that Laurin later developed an important design principle for motorcycles, whereby the frame was constructed around the engine.

The speed at which transportation developed was immense. After their success with two-wheeled vehicles, the pioneers took a great leap forward. At the turn of the century, Laurin & Klement were already working on a four-wheeled prototype. Finally, in 1905, they introduced their first automobile under the name 'Voiturette', which they launched into full-scale series production one year later.

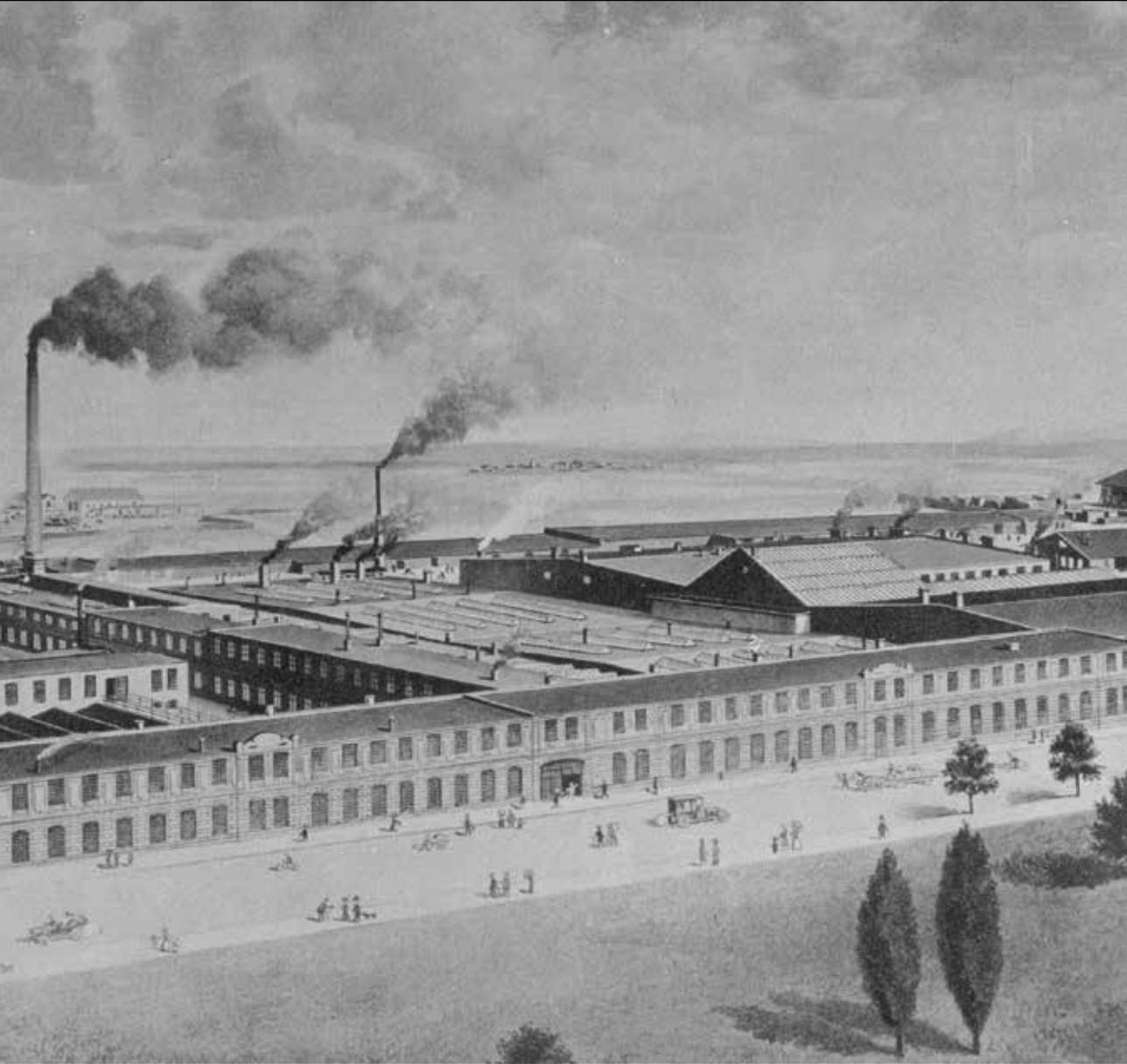
As one of the longest-established car companies in the world, ŠKODA looks back on a rich tradition and a wealth of fascinating automobiles. The brand's expertise is based on a tradition spanning 120 years and the experience of a talented team, with generations of families working for the company today.

1991 marked the dawn of a new era for the brand. After the Planned Economy years, ŠKODA went on to become the fourth brand under the Volkswagen Group, after which the leadership, marketing, product development and production underwent substantial modernisation. Today, with a range of over 40 models, ŠKODA produces more than one million vehicles annually, and our cars are available on more than 100 markets around the world.

Peik von Bestenbostel
Head of Communications at ŠKODA AUTO a.s.

120 years of success steeped in tradition

From a modest workshop to a global brand



At 120 years old, ŠKODA is one of the oldest automotive manufacturers in the world. From as early as 1895, first bicycles, later motorcycles and, from 1905, cars have been built at the headquarters in Mladá Boleslav, Czech Republic. The story of this car manufacturer steeped in tradition began in December 1895 with the founding of a bicycle production by bicycle mechanic Václav Laurin (1865–1930) and bookseller Václav Klement (1868–1938). With bravery, ability and passion, the two enthusiastic cyclists laid the foundations for the incredible success story of the Czech car manufacturer ŠKODA.

The beginnings of the company Laurin & Klement were modest. To start with, the two founders of the company were only supported in their bike production by two workers and an apprentice. However, the company quickly developed. The bicycles sold under the name 'Slavia' won acclaim with their reliability, practicality and high quality. Complete customer focus was the guiding principle; 'only the best we can do is good enough for our customers' was the motto.

Success was just around the corner as demand increased. In as early as 1898, a small bicycle factory was built on a green field site. 40 workers were employed there. The first bicycle with an auxiliary motor was presented in 1899. Motorcycles were to be the main pillar of the young company for several years. The company was also very successfully involved with motorsports from 1901. The next sensation came in 1905: Laurin & Klement presented the company's first automobile — the Voiturette A. An easy to use, two-seater vehicle with a 7 PS two-cylinder engine.

On the back of the success of the Voiturette A, which soon inspired many customers outside of their home country, the company continued to expand. A real product campaign followed and the company grew. The transformation into a stock company took place in

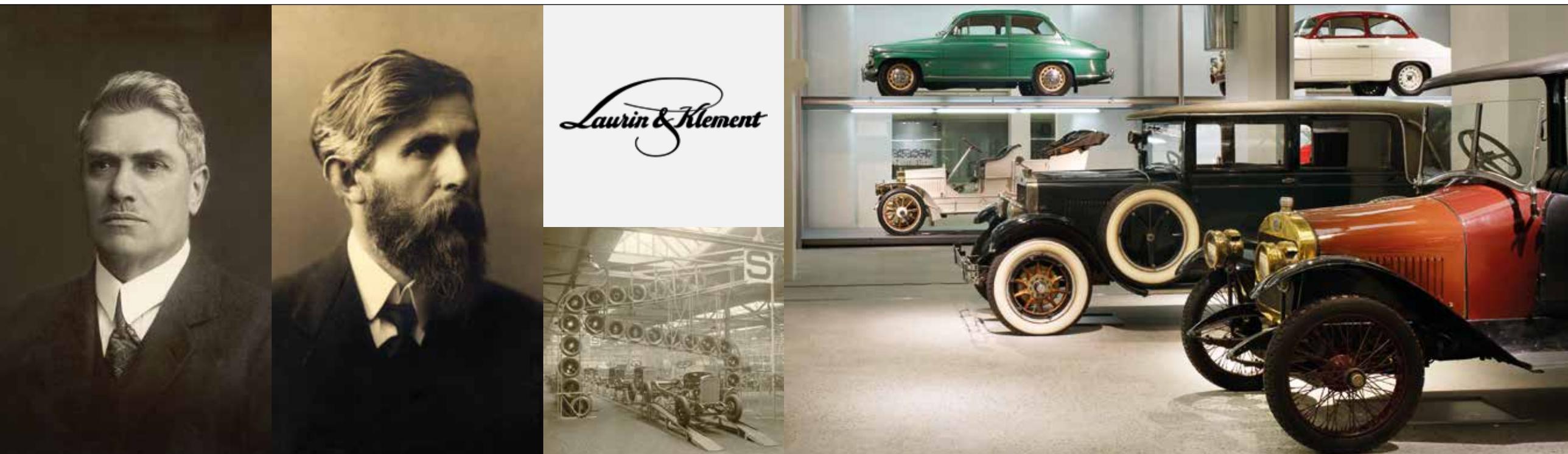
1907. The corporation became the largest vehicle manufacturer in the then Austro-Hungarian Empire and its vehicles were exported all over the world. Whilst co-operating with leading automobile experts such as Robert Bosch, Laurin & Klement continued to expand their own research and development. The company established itself internationally.

In order to strengthen their market position, in 1925 Laurin & Klement merged with the ŠKODA factories, based in Pilsen, which were at that point already the largest Czech industrial company. ŠKODA had just founded its own automobile department in order to gain a foothold in the new market. The merged company was given the name ŠKODA AUTO and the vehicles were first sold under the name 'Laurin & Klement — ŠKODA', and then later simply as 'ŠKODA'.

Equipped with a strong capital base and excellent technical expertise, the company continued to develop its position. Assembly line production began in 1930. In the 1930s, ŠKODA introduced important automotive milestones, such as the legendary Popular, the first ŠKODA for a wider range of customers.

The thriving development was brought to a halt with the Second World War. After 1945, the company was nationalised. But even in the time of communist planned economy, the brand showed what it was made of. Cars such as the ŠKODA Octavia of 1959, the ŠKODA Felicia convertible, the rear-engined ŠKODA 1000 MB or the 1987 ŠKODA Favorit are proof of this.

The Iron Curtain fell in 1989. And, in April 1991, the merger with Volkswagen Group followed. The involvement of Europe's largest car manufacturer marked the starting point for the rapid resurrection of the ŠKODA brand to an internationally established car manufacturer with a presence in more than 100 markets.



▲ ŠKODA founding fathers: the bicycle mechanic Václav Laurin (left) and the bookseller Václav Klement founded the Laurin & Klement bicycle factory in 1895.

▲ Successful around the world: the car manufacturer from Mladá Boleslav was soon to export all over the world. ŠKODA began assembly line production in 1930.

▲ The ŠKODA Museum in Mladá Boleslav reminds in lively fashion of the history of the company, brand and models so steeped in tradition.



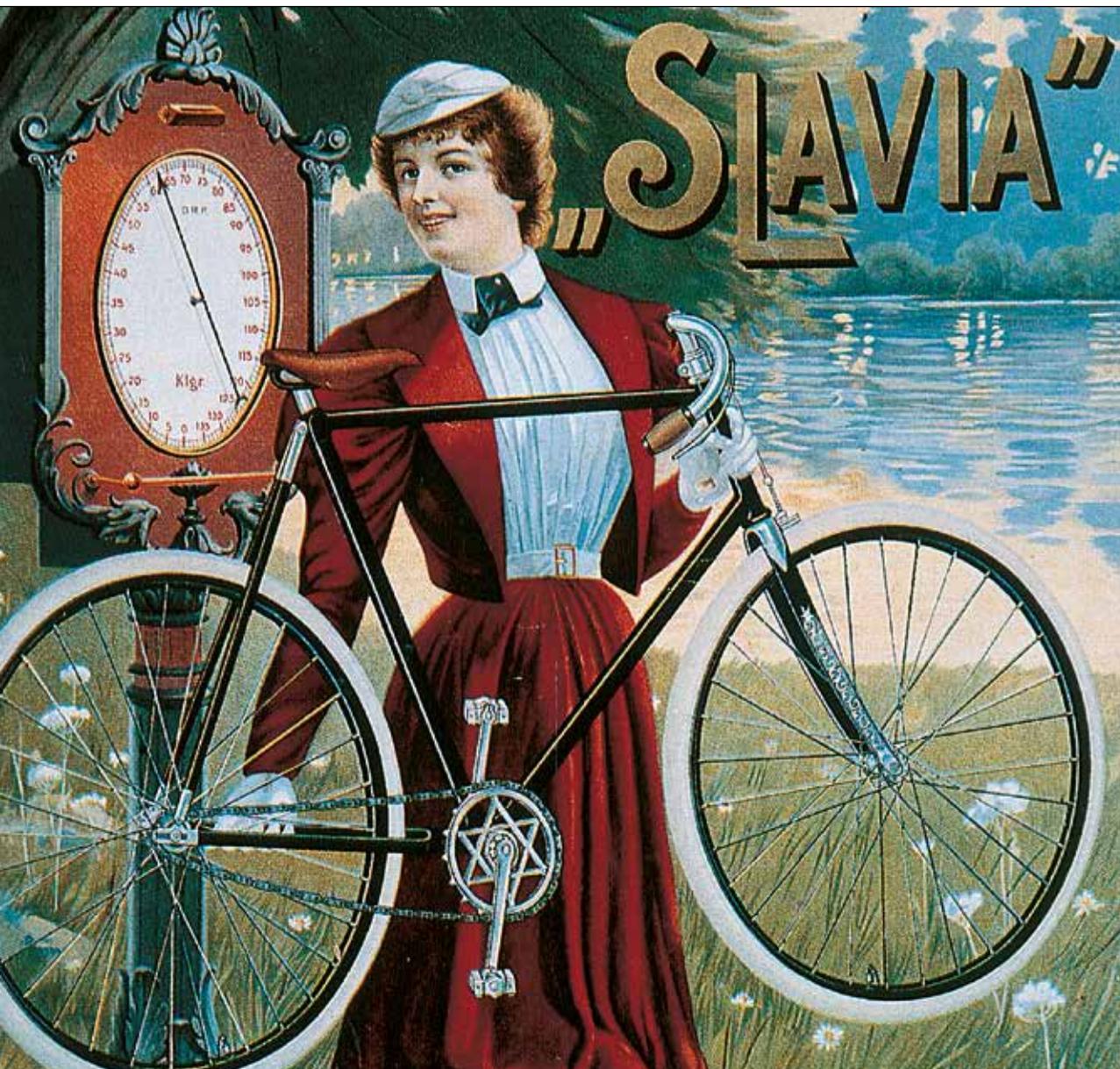
ŠKODA



◀ The company logo over the decades: in the early years Laurin & Klement sold bicycles and motorcycles under the brand name Slavia. In 1925, there was a successful merger with the Pilsen-based engineering company ŠKODA. The winged arrow has been used as a logo since the 1930s. It symbolises speed and progress.

In the genes: enthusiasm for cycling

For sport and health



ŠKODA has a special relationship with cycling. 120 years ago the founding fathers Václav Laurin and Václav Klement laid the foundations for the success of the company Laurin & Klement, which later merged with ŠKODA, with the production of bicycles. With its comprehensive sponsorship commitments in cycling and with a broad bike collection, ŠKODA is today expressing its close connection to mobility on two wheels in a very special way.

Laurin and Klement were mobility enthusiasts. As they were unable to find a bicycle they considered to be of good quality, they went to work their own in 1895. First they repaired and optimised bicycles. Their own production was soon to follow. The bikes manufactured by Laurin and Klement were sold under the brand name 'Slavia'.

After just a short time, there were already five Slavia models on offer, including a lady's bike and a hybrid bike. Step by step, the bicycle range was expanded. There were tandem bikes 'for two gentlemen' and 'for a gentleman and a lady', children's bikes for boys and girls, delivery tricycles and speciality bicycles with a drive shaft.

The products from Mladá Boleslav inspired people with innovative technology. For example, the bikes had tyres with an air-filled inner tube and valve. A Slavia model cost around two to three months' wages of a Bohemian craftsman.

The high level of reliability and excellent-quality finish of the Slavia bicycles led to growing commercial success. For quality control, comprehensive endurance tests were carried out before the sale. For example,

this included tests where the wheels 'were immersed in water three meters deep for 24 hours without any trace of water penetrating into the bearings'. The easy maintenance did also contribute to Slavia's good reputation.

With growing success, the range continued to expand. In 1899, L&K presented the next milestone: a bicycle with an auxiliary motor, the so-called Motocyclette. The first motorcycle achieved a top speed of about 30 km/h.

In 1901, the involvement in international motorsports began. The first successes were quick to follow, including the triumph at the unofficial motorcycle world championship, the 'Coupe International' in Dourdan, France in 1905.

In the same year, L&K finally presented the company's first automobile: the Voiturette A.

ŠKODA expresses its close connection to the bicycle in many ways today. Since 2004, the car manufacturer has supported the Tour de France, the most famous bicycle race in the world, as official sponsor and vehicle partner. There is also sponsorship of other renowned national and international cycling events as well as comprehensive involvement in cycling as a grassroots sport. The Czech Paralympic road cycling champion Jiří Ježek is also supported by ŠKODA.

The second pillar of ŠKODA's sponsorship activities is ice hockey. ŠKODA has been an official main sponsor of the IIHF Ice Hockey World Championship since as early as 1992. That is the longest main sponsorship in the history of sport world championships.



The plant in Mladá Boleslav produced bicycles, motorcycles and other vehicles — all at the same time! Have you noticed that the girl 'in full gear' weighs just 63 kg even with the velocipede?



- ◀ Václav Laurin and Václav Klement were passionate cyclists. Their enthusiasm led to the foundation of their own bicycle production; the bikes were given the patriotic brand name Slavia.
- ▶ The ŠKODA bicycle collection ranges from children's bikes to racing bikes, mountain bikes and trekking bikes, even including an electric bicycle.



- ▲ Alongside cycling, ice hockey forms a central pillar of ŠKODA's sponsorship. The company has been the official main sponsor of the IIHF Ice Hockey World Championship since 1992.
- ▲ ŠKODA AUTO has been the main sponsor of the Czech Paralympics team since 2001 and supports the Czech disabled cyclist, Paralympic champion and world champion Jiří Ježek.

- ▲ Supplying a large ŠKODA vehicle fleet has been the centrepiece of the Tour de France sponsorship since 2004.

Success with motorcycles (1899—1910)

Petrol rush and first competition triumphs

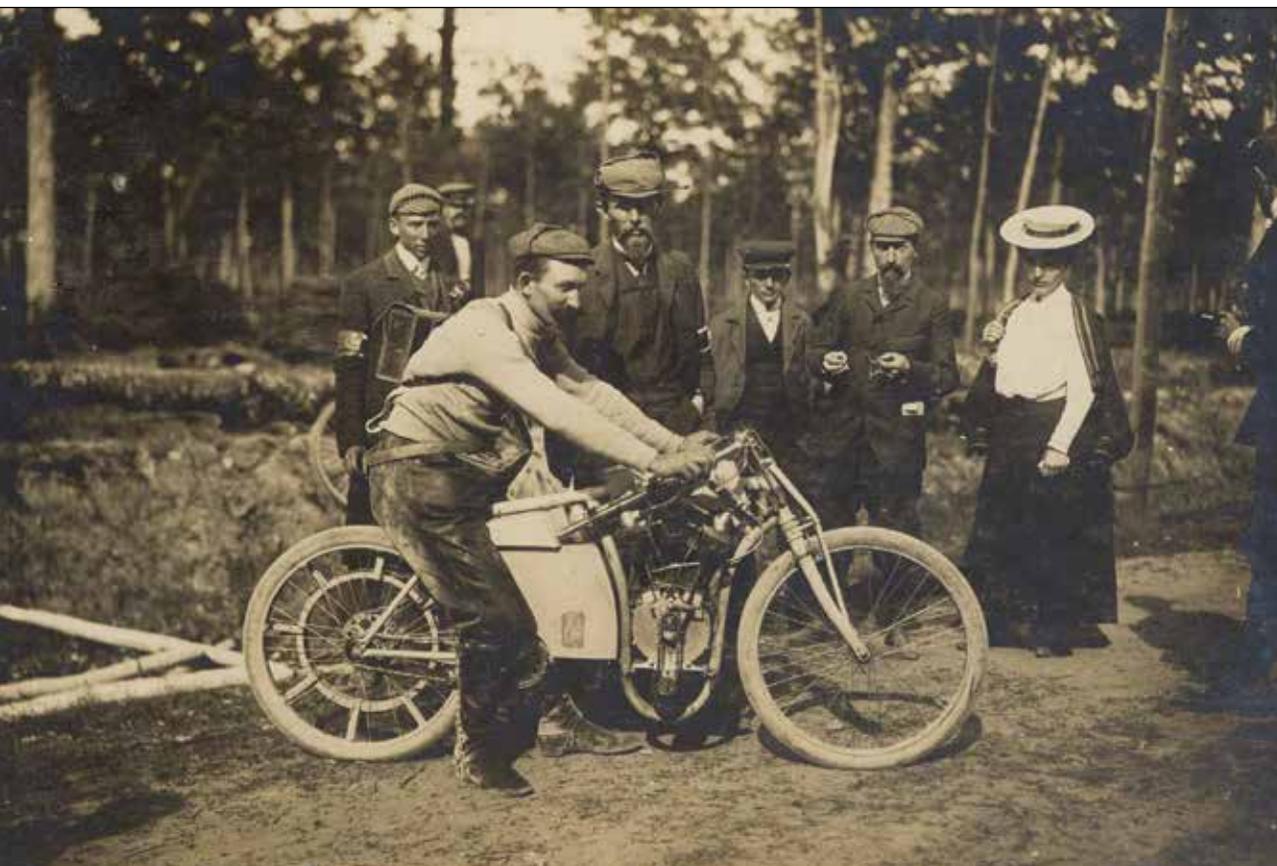


After bicycle production, motorcycles became the main pillar of Laurin & Klement for several years. Encouraged by the success of the early years following foundation, L&K presented a further result of their development work in 1899: a bicycle with an auxiliary motor, the so-called Motocyclette. The technology set standards: the motor was mounted in the lower frame area, there was an electro-magnetic ignition and the control elements were positioned in a user-friendly fashion on the handlebars. The L&K motorcycles, with their innovative technology, also won acclaim on the German and British markets: the very first order was a high volume of 150 units. At its exhibition premiere in Frankfurt and at presentations in Prague, Vienna and Hamburg it won first prizes and gold medals.

Shortly after the start of production of their first motorised vehicle, Laurin and Klement made a decision to get involved in motorsports — a smart and brave step. The young driver Narcis Podsedníček completed the Paris-Berlin race in June 1901 — a distance of 1,200 kilometres. He reached the finishing line unexpectedly early, turning up before the timekeeper. As his finish was not properly documented, it was only enough to count as a moral victory.

The L&K motorcycles proved their class at other races. In 1903, L&K took part in 34 motorcycle races and won 32 of them. Then, in the summer of 1905, came a real sensation: factory racing driver Václav Vondřích won what was at the time the most demanding motorcycle race in the world, the unofficial world championship, 'Coupe International' in Dourdan, France. The L&K two-cylinder racing motorbike with a capacity of 700 cm³ reached a top speed of more than 100 km/h; the average speed was a fantastic 80.971 km/h. As a comparison, in the car race on the same course, the winner was only able to reach 72.400 km/h with an engine that was 15 times more powerful.

The L&K touring motorcycles had an excellent reputation at the time and many customers considered them to be motorcycles of 'the best brand in the world'. Air-cooled and the first water-cooled L&K motorcycles were available. From 1904 to 1909, the type CCCC fourcylinder in-line engine inspired many as one of the first engines of its kind. L&K motorcycles with sidecars were also successful; the passenger sat either beside or behind the driver. A variant for commercial use was also available. It featured closed storage space and the Mexican postal service was one of the customers to use it.



TYPE C-T MIT MOTOR 2 $\frac{1}{2}$ ODER 2 $\frac{3}{4}$ HP.

TRIKELN-TANDEM für Herr und Dame: Wenn die Maschine für zwei Sitze bestimmt ist, wird der zweite Teil des Rahmens entsprechend gestaltet.



- ▲ The fastest motorcycle in the world: Václav Vondříč, winner of the unofficial motorcycle world championship in Dourdan (1905).
- ◀ 540 units of the 1902 L&K 'Motocyclette Type B' one-cylinder motorcycle were sold.

- ▲ Rapid development from 1895 to 1905: from bicycle to motorcycle to automobile.
- ▲ The wide range of popular L&K tricycles was ideal, most of all for the transportation of people and goods. The motorcycles also served to propel agricultural machines!

- ▲ The trust in the top reliability of the products from Mladá Boleslav was underlined by several orders from the army.
- ▲ The tandem adjustment of the seats shows the cycling tradition of the brand.

ŠKODA motorsports — terrific speed for more than 100 years

From the 'Laurinka' to the Fabia R5



ŠKODA has been active in international motorsports since 1901. Countless victories at races and race series around the world underline the technological expertise of the company. From the debut of the racing driver Narcis Podsedníček, who took part in the Paris-Berlin race for the first time in 1901 with an L&K motorcycle, to top finishes at the Monte Carlo rally, to the latest rally sport triumphs of the ŠKODA Fabia Super 2000 — the motorsports history of the brand is rich in success.

The founding fathers Laurin and Klement fired the starting shot for the impressive motorsports tradition of the company in 1901. Just two years after the presentation of the first motorised L&K bicycle, the young factory driver Narcis Podsedníček took part in the Paris-Berlin long-distance race on an L&K one-cylinder motorcycle. He was the first to get to the finish, but was disqualified due to a lack of official timing. Nonetheless, the participation in this race is considered the foundation of ŠKODA's involvement in motorsports.

Over the following years, the manufacturer from Mladá Boleslav shaped the international motorcycle racing scene. L&K motorcycles were amongst the most successful racing bikes of the early 20th century and won countless races. In 1905, L&K factory driver Václav Vondřich won the renowned 'Coupe International' in Dourdan, France with an L&K motorcycle. This victory at the unofficial motorcycle world championship marked the end of L&K's involvement in motorcycle racing.

In the 1930s, the company — now under the name ŠKODA — made a return to motorsports. The ŠKODA Popular gave a powerful boost in 1934 as the first ŠKODA with a modern central tube frame. In 1936, Zdeněk Pohl and Jaroslav Hausman finished in an excellent second place in their capacity class with a two-seater ŠKODA Popular Sport at the Monte Carlo rally. Encouraged by this success, ŠKODA subsequently presented the particularly sporty ŠKODA Popular Sport Monte Carlo special models. In 1935, two six-cylinder racing cars — the special Rapid Six cars — took part in the 'Czechoslovakia 1,000 miles'.

After the Second World War, ŠKODA continued its motorsports activities. A compact racing sports car based on the ŠKODA 1101 showed what it was made of on the Spa circuit, as well as at the Monte Carlo rally, the Tour d'Europe and the Race for Peace and Friendship. The new ŠKODA Octavia, presented in 1959, achieved notable successes in the 1.3 litre touring car class. A new chapter began in the 1960s with the ŠKODA 1000 MB. The first ŠKODA with a rear engine in a series production signalled a technological leap forward, from which the motorsports activities also benefited in the following years. Rising from the ŠKODA 110 R sport coupé, in 1975, the legendary ŠKODA 130 RS became one of the most successful rally cars of its time. The victory at the 1981 Touring Car European Championship and the double victory at

the Monte Carlo rally in the up to 1.3 litre category are just a couple of examples of its successes.

With the arrival of Volkswagen Group in 1991, the topic of motorsports was given a new lease of life in Mladá Boleslav. The factory team driving the ŠKODA Favorit won the 1994 FIA World Championship in the two-litre category. The ŠKODA Octavia WRC, introduced by the company in 1999, entered the elite class of international races — the WRC world championships.

The model was replaced by the ŠKODA Fabia WRC in 2003. The ŠKODA Fabia Super 2000 is responsible for remarkable success in the Super 2000 rally class. The Fabia Super 2000 is associated with the, as yet, most successful chapter in the history of ŠKODA motorsports. Between 2009 and 2014 the compact power pack stole the show with countless triumphs on international race courses.

Between 2010 and 2012, ŠKODA teams won the manufacturer and driver titles in the Intercontinental Rally Challenge (IRC) three times in a row with the Fabia Super 2000, making ŠKODA the most successful brand in the history of the IRC. Another success came in 2001 with the victory in the Super 2000 World Rally Championship (SWRC). Other hat tricks followed in the European Rally Championship (ERC) and Asia-Pacific Rally Championship (APRC) series between 2012 and 2014. Between 2009 and 2014, the factory and customer ŠKODA Fabia Super 2000 won almost 50 national and international titles.

In the 2015 season, ŠKODA is starting in the new R5 rally category, successor to the previous Super 2000 class. From 2015, the rally car is the new ŠKODA Fabia R5, which is equipped with a 1.6 litre turbo engine, in accordance with FIA regulations.



- ▲ The second person was not only the navigator, but also a mechanic and he took care of topping up the coolant.
- ▲ Motorsports in 1909: the Laurin & Klement FCR racing car with four cylinders, 5,672 cm³ capacity and 100 PS power managed a top speed of almost 120 km/h.

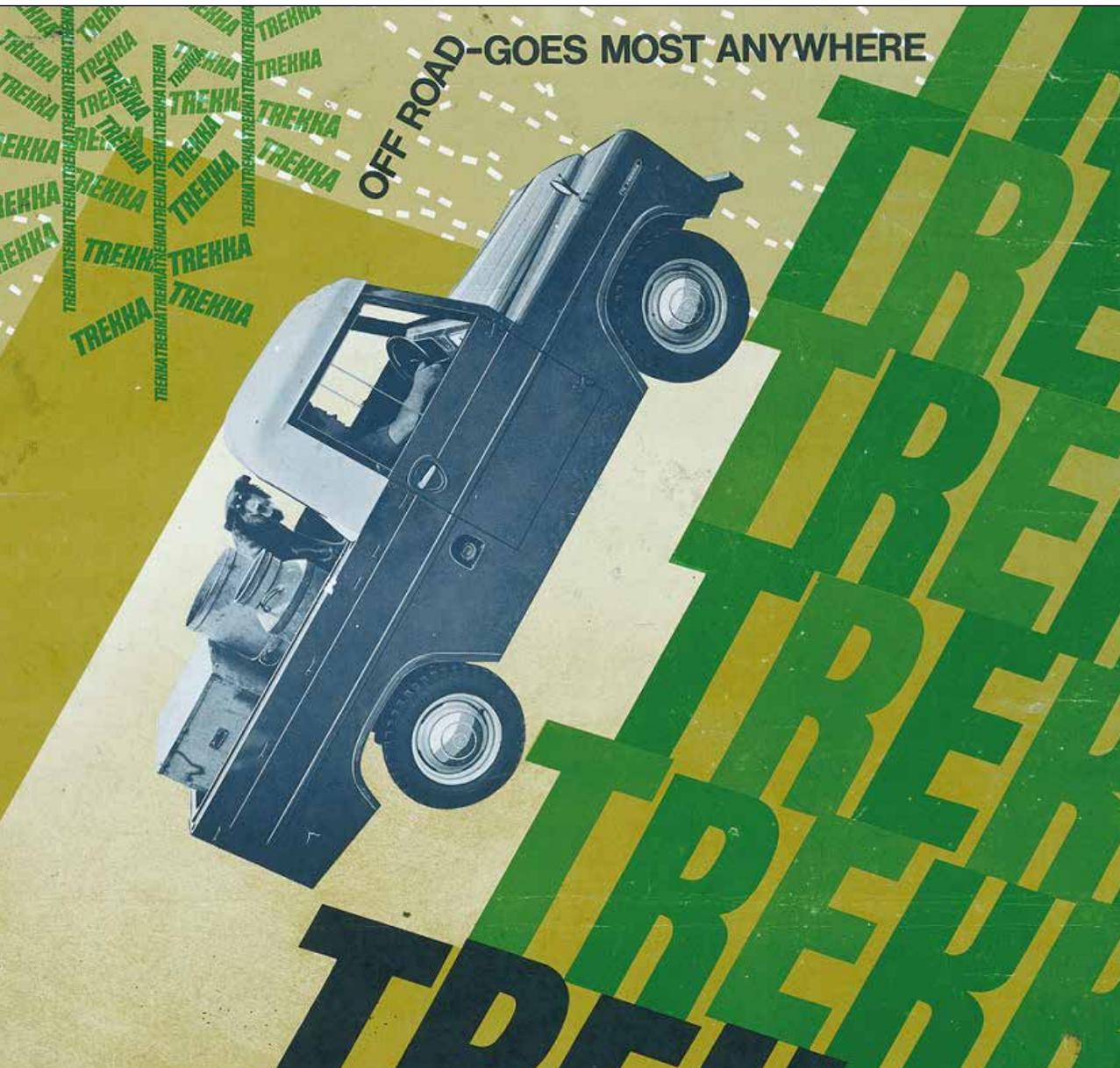
- ▲ The ŠKODA Popular won an outstanding second place at the legendary Monte Carlo rally.
- ▲ The legendary ŠKODA 130 RS.

- ▲ In the early 1990s, the ŠKODA Favorit was successful at renowned events, such as the Monte Carlo rally.
- ▲ In 1999, ŠKODA's model, Octavia WRC, entered the top category of the world championship in motor racing.

- ▲ ŠKODA Fabia 2000 - The most successful racing car in the brand's sports history.
- ▲ ŠKODA Fabia R5. First-time racing victory at Rally Šumava 2015.

Successful in more than 100 markets

From Bohemia to the end of the world



Even in the early days, motorcycles from Mladá Boleslav caused a stir also outside of Bohemia. As early as 1900 a part of the L&K production went to Germany and Great Britain. Today, ŠKODA is established globally in more than 100 markets and the proportion of vehicles delivered outside of Europe is more than 40 percent.

Right from the start L&K dared to cross borders and recognised the opportunities of foreign markets. At the beginning of the 20th century there were several branches in Germany, Great Britain, Austria, Italy and Russia. Before the First World War, around one third of the entire L&K production went to the Russian market. There was also success outside of Europe. Right-hand drive L&K vehicles went to Japan, where the Japanese Prince and the mayor of Tokyo were amongst the customers. The company even exported to Brazil, Australia, Egypt, Mexico and New Zealand.

In spite of globally restricted international trade, there were some notable ŠKODA export successes between the two world wars. In the 1930s, innovative ŠKODA models, such as the Popular or the Rapid, inspired countless customers at home and abroad. The excellent reputation of the vehicles from Mladá Boleslav even in countries such as Afghanistan was, at least partially, the result of spectacular ŠKODA long-distance journeys. Various models with the winged arrow proved to be very reliable and highly capable even under extreme conditions.

After the Second World War and the transformation into a nationally owned company, ŠKODA gradually restarted sales activities abroad. With success. In the 1960s, the company sold its models in more than 60 countries. The elegant ŠKODA 450 convertible, for example, was exported to the USA. Around 93 per cent of the ŠKODA 110 R coupé went to countries outside of Czechoslovakia. Off-road vehicles such as the Skopak and Trekka were built in New Zealand, Pakistan and Turkey. The parts were sent from Mladá Boleslav and assembled locally with the help of ŠKODA engineers. The introduction of the new rear engines in 1964 was a big reason for the success of the brand abroad. By the end of the 1980s, around 17,000 ŠKODA vehicles were sold in Great Britain alone.

Upon the arrival of Volkswagen Group in 1991, the internationalisation of the brand was given a decisive boost. A car maker that was at that time mainly focussed on Central and Eastern Europe was transformed into what is today an internationally operating car manufacturer with a presence in more than 100 markets. Today, China is the biggest single ŠKODA market, with a share of around a quarter of the brand's total sales. In Germany, the most important car market in Europe, ŠKODA has been the number one import brand for many years.



- ▲ The good reputation of the Laurin & Klement brand reached as far as to the Japanese Prince and the mayor of Tokyo (1908).
- ▲ Rollers and motor-ploughs were amongst the L&K range before the First World War. The 'Excelsior' motor-plough was even in demand abroad. At the international competition for ploughs in Senlis near Paris, an 'Excelsior' achieved first place (1919).

- ▲ The ŠKODA 1000 MB was introduced in 1964. As the first ŠKODA with a rear engine and self-supporting body, the vehicle set standards in terms of comfort, performance and technology and won over customers both at home and abroad.
- ▲ In the 1980s, alongside notchback models, ŠKODA also made its mark with the Garde / Rapid coupés. With an inclined windscreen, flat roof, increased engine performance and more powerful brakes, the coupés underlined the motorsporting ambitions of the brand.

- ▲ In the 1930s, ŠKODA models inspired customers around the world in almost 40 countries. This photo shows the ŠKODA Popular delivery in modern-day Pakistan, then still a part of British India (1937).
- ▲ In the 1960s, the ŠKODA Trekka was built for the New Zealand market.

- ▲ The last vehicle from Mladá Boleslav powered by a rear engine was the ŠKODA 125 L (offered in several markets with a different type designation). At the end of the 1980s, the manufacturer presented the new ŠKODA Favorit, a modern compact car with a front engine and front-wheel drive.
- ▲ ŠKODA AUTO today sells vehicles in more than 100 markets around the world.

Long-distance endurance journeys with ŠKODA vehicles

On an adventure behind the wheel



At the start of the 20th century, the automobile became a symbol for freedom, speed and individual independence. Even in the early days of the automobile, brave adventurers on four wheels made their way to faraway destinations, looking for special challenges, under extreme climatic conditions and sometimes far from civilisation. L&K and ŠKODA vehicles became reliable companions for countless enthusiasts with wanderlust and made positive headlines at various long-distances events.

Early on, L&K vehicles proved themselves worthy on endurance journeys. High-tech made in Bohemia and Czechia, even back then this meant never breaking down under extreme conditions and keeping reliability on your side. The challenging long journeys were excellent advertising for the vehicles from Mladá Boleslav. Early export success of the brand showed that the long-distance journeys continued to expand the good reputation of the brand abroad.

In October 1907, the luxurious L&K Type FF convertible completed a successful journey across Europe from Bohemia to Paris and back — powered by the first eight-cylinder engine in Central Europe. The successful Alpine journeys by Count Alexander Kolowrat were also impressive. In the L&K cars he won the app. 2,000 km race several times.

In May 1934, seven students made their way from Prague to Calcutta with four ŠKODA Populars. The route went across high mountain passes and desert regions, through mud and rough terrain. They were stuck in a sandstorm in the Registan desert for five days. The students covered a total of 15,000 km in the Popular without any technical faults to speak of. Four months after setting off, their return was celebrated with great enthusiasm in Prague. A great advert for the high quality of the ŠKODA Popular.

Then, in 1936, there was another endurance journey in the ŠKODA Popular: Mr and Mrs Elstner completed a huge round-trip through the USA, continuing from there to Mexico. They successfully covered almost 25,000 km in 47 days. Even the Czech writer Karel Čapek undertook various challenging expeditions to the Alps with his two ŠKODA vehicles. In the summer of 1936, Břetislav Jan Procházka circumnavigated the globe with a ŠKODA Rapid in just 97 days. On that journey, he travelled from San Francisco to New York in 100 hours.

During the Second World War and the subsequent Cold War, the freedom to travel was restricted for ŠKODA vehicles. Nonetheless, there was a successful expedition to the source of the Niger in a ŠKODA 440, which helped to more precisely determine the location of the river.

The most important models up to 1945

From the bicycle to the Superb luxury car

The 120-year ŠKODA history is characterised by countless automotive milestones — outstanding vehicles, offering advanced technology and great customer benefits at the same time as the highest levels of functionality, design and aesthetics. The products described in the following characterised the outstanding reputation of the brand until the end of the Second World War in a special way.



1

1895—1905: Slavia Bicycles

As enthusiastic 'velocipedists' and patriots, at the end of 1895, Václav Laurin and Václav Klement decided to turn their passion into a career and to produce bicycles under the brand name 'Slavia'. The new brand rapidly became synonymous with quality and innovation made in Czechia — and the various bike models convinced more and more customers.



2

1899—1910: Laurin & Klement Motorcycles

From 1899, motorcycles became the second pillar of the young company L&K. The flourishing bicycle production was extended with one, two and four-cylinder motorcycles of their own design. The L&K machines had rear-wheel drive. Alongside passenger motorcycles, there were also goods tricycles. The motorcycles from Mladá Boleslav were highly sought after, not only in their Bohemian homeland, but abroad as well.



3

1905: Laurin & Klement Voiturette A

Spurred by their rapid rise, in 1905, L&K presented the company's first automobile: the two-seater Voiturette Type A. The vehicle impressed with its good price (3,600 crowns) as well as its high level of practicality and robustness. The two-cylinder V engine with 7 PS performance and a capacity of 1,005 cm³ accelerated the automobile, weighing just about 600 kg, to a top speed of 40 km/h. The three-speed gearbox and the modern carburettor of their own design ensured a high level of efficiency and excellent climbing capability in the mountains.



4

1907: Laurin & Klement Type FF

The L&K Type FF was powered by one of the world's first eight-cylinder engines. The power train had a remarkable capacity of 4.9 litres and a performance of 45 PS. The top speed was 85 km/h. The L&K FF proved its high level of capability on the long-distance return journey from Bohemia to Paris. Subsequently, more vehicle types with eight-cylinder engines were built in Mladá Boleslav.



5

1911: Laurin & Klement Type S

Just a few years after the debut of the Voiturette A, the L&K range was expanded by more powerful and more comfortable four-cylinder models. The S series developed into a perennial favourite between 1911 and 1925. Various versions were on offer, including the 'Carlsbad' saloon, the 'Cavalier' double saloon, the 'Doctor' or 'Lady' coupé, or the 'Progress' pick-up van.



6

1917: Laurin & Klement Type MF

The modern L&K Type MF fire engine is representative of the numerous commercial vehicles from the rich history of the brand. They all had the highest level of robustness and reliability in common.



7

**1925:
Laurin & Klement — ŠKODA 110**

The last L&K model was also the first ŠKODA. In 1925, L&K merged with the engineering company ŠKODA from Pilsen in western Bohemia. The popular four-cylinder Type 110 had both companies' logos on its radiator.



8

**1925:
ŠKODA — Hispano Suiza**

The six-cylinder ŠKODA — Hispano Suiza was the first vehicle to roll off the production line with the winged-arrow logo. The first one was given to the President of Czechoslovakia. A total of just about 100 units of the luxury vehicles were built until 1929. Every single ŠKODA — Hispano Suiza was individually built at the customer's request.



9

**1929:
ŠKODA 860**

As few as around 50 units of the ŠKODA 860 luxury car were made from 1929 to 1933. The number 860 stood for the number of cylinders and for the performance of the engine respectively. The 8 identified the water-cooled in-line eight-cylinder engine. The number 60 represented the performance of 60 PS. This majestic vehicle was 5,424 millimetres long.



10

**1934:
ŠKODA Popular**

1934 saw the debut of the ŠKODA Popular, the first ŠKODA model that, along with a numerical designation, also had its own name. The light and inexpensive model with a four-cylinder engine and central tube frame structure became a very popular vehicle, a real 'car for the people'. The Popular was produced in many versions for twelve years. In total, ŠKODA sold around 20,000 vehicles, including more than 6,000 units in around 50 countries outside of Czechoslovakia.



11

**1934:
ŠKODA Rapid**

As the big brother of the ŠKODA Popular, the ŠKODA Rapid was one of the best medium-class vehicles in Europe at the time. It went some way to proving its qualities on the record journey 'Around the world in 97 days' and at the Monte Carlo rally, but particularly through the loyal service to thousands of customers. At that time ŠKODA became the largest automotive manufacturer in what was then Czechoslovakia.



12

**1934:
ŠKODA Superb**

The six-cylinder flagship Superb added to the ŠKODA four-cylinder models Popular, Rapid and Favorit. From 1939, the Superb was even available with a four-litre V8 engine. As it does today, in the 1930s and 1940s the name ŠKODA Superb stood for the highest level of comfort, a great deal of space, top quality and unbeatable reliability.

The most important ŠKODA models from 1946 to present day

From nationalised business to international player

After the end of the Second World War, ŠKODA AUTO was nationalised. Even in times of dictatorship and bondage, the company was able to develop a series of groundbreaking cars and to strengthen its reputation as an innovative automobile brand.

The first ŠKODA after the Second World War was the Type 1101, followed by a series of vehicles that excelled in utility and attractive styling in equal meas-

ure. Above all, the 1960s brought important design innovations. With the fall of the Iron Curtain and the subsequent arrival of Volkswagen Group in 1991, a unique success story began. At top of the list are the expansion of the ŠKODA product range to seven model series and the associated development into an international high-volume brand, now selling its cars in more than 100 countries.



1

1946: ŠKODA 1101

As early as the end of 1945, the ŠKODA 1101 was introduced as the brand's first post-war model. The first cars were introduced onto the market as a four-seater with a two-door body (Tudor). Over the course of five years, more than 66,000 ŠKODA 1101 were produced in various versions, including also convertible, roadster, delivery van and ambulance. A 180 PS racing version took part in the 24-hour race at Le Mans.



2

1952: ŠKODA 1200

The ŠKODA 1200, presented in 1952, was convincing with its high level of utility and generous amounts of available space. For the first time, a ŠKODA had a body made of steel, until then a mixture of wood and sheet metal was the norm. The design was pleasing with elegantly rounded shapes and discreetly recessed door handles. The ŠKODA 1200 rolled off the production line both as a saloon and as a commercial vehicle. The production took place at the three ŠKODA plants in Mladá Boleslav, Kvasiny and Vrchlabí.



3

1959: ŠKODA Octavia

The ŠKODA Octavia premiered in 1959. The name Octavia was derived from the Latin word octo (eight) and branded as the eighth model of the production line, which had begun with the Popular 420 in 1934. The Octavia convinced with top quality, lots of space and — thanks to the all-wheel independent suspension and coil springs on the front axle — increased comfort. Along with the saloon version, from 1960 there was also a ŠKODA Octavia Estate on offer. A total of around 285,000 vehicles were sold of both versions, including a significant share abroad.



4

1959: ŠKODA Felicia

It's all in the name: the convertible ŠKODA Felicia put a happy smile on many people's faces and boosted the reputation of the brand. With its elegant design and the distinctive tail fins, the open vehicle was one of the most entrancing ŠKODA representatives of the 1960s. The Felicia developed into a real export hit — including sales in the USA. Today, the Felicia is considered amongst the most treasured classics of the ŠKODA brand.



5

1964: ŠKODA 1000 MB

A completely new plant, a radically new vehicle structure, plus, at that time, the most state-of-the-art engine in its class — the ŠKODA 1000 MB was a revolution for ŠKODA in 1964 and was the first ŠKODA with a rear engine and self-supporting body. The spacious four-door was, in its day, considered one of the best vehicles in the one-litre class and set standards in terms of comfort, performance and technology. Around 443,000 units were produced from 1964 to 1969, more than half of which were exported.



6

1968: ŠKODA 1203

In the post-war years, the ŠKODA plant in Vrchlabí, eastern Bohemia, increasingly specialised in commercial vehicles. As early as the 1950s, a vehicle was developed with a forward control cabin, allowing the rest of the body to be better exploited. The universally useful ŠKODA 1203 proverbially accompanied the citizens of Czechoslovakia throughout their entire lives and was used as both an ambulance and a hearse as well as a micro-bus or pick-up van.



7

1970: ŠKODA 110 R

The sleek coupé ŠKODA 110 R gave a voice to the sporty side of the brand. The two-door vehicle also known as 'Erko' was rear-wheel drive and was built a total of almost 57,000 times. More than 90 per cent of the production was exported. There were later racing versions based on the 110 R. From 1975, one of the most successful racing cars of its time was the legendary ŠKODA 130 RS.



8

1976: ŠKODA 105

The ŠKODA 1000/1100 MB was given the series designation 100/110 after its facelift. The further development led to the ŠKODA 105/120 family car in the mid-1970s, and later, after further modifications, was also known as 125/130/135/136. The vehicles differed in capacity and engine performance and there were also different specifications. Later, the coupé ŠKODA Garde and ŠKODA Rapid followed. In total, the manufacturer produced more than two million units of the series with a rear engine between 1976 and 1990.



9

1987: ŠKODA Favorit

The brand made a real statement in 1987 with the introduction of the ŠKODA Favorit — a modern compact car concept with a front engine, front-wheel drive, variable passenger compartment and large tailgate. Parts of the development took place in cooperation with renowned foreign companies such as Porsche and Bertone. The hatchback was soon followed by an estate and a commercial vehicle version. The production concept of the Favorit set standards in terms of economic efficiency, an aspect that, after the political changes of 1989/90, was of particular interest to foreign manufacturers.



10

1994: ŠKODA Felicia

Three years after the merger with Volkswagen, the ŠKODA Favorit was replaced by the new ŠKODA Felicia model. The cooperation with Europe's largest car manufacturer Volkswagen elevated the production to a new level. The new vehicle met international standards in terms of quality, technology and styling. Both petrol engines and economical diesel power trains were used for the hatchback and estate. Comfort and safety equipment were state-of-the-art; this was the first time ŠKODA had air conditioning and airbags, for example.



11

1996: ŠKODA Octavia

In autumn 1996 the ŠKODA Octavia had its debut. The first ŠKODA model to be developed completely from scratch after the fall of the Iron Curtain and the merger with Volkswagen gave the decisive model impetus for the rapid transformation of the company into one of the recognised global players. Since 1996, over 40 per cent of the entire ŠKODA sales have been down to the Octavia. Over four million vehicles have been sold to date. The third-generation Octavia, available since the end of 2012, is in a class of its own and inspires customers around the world.



12

1999: ŠKODA Fabia

Small car, big success: in 1999, ŠKODA introduced the new ŠKODA Fabia. After the hatchback, just one year later the estate version of the small car was to follow. The second-generation Fabia celebrated its debut in 2007. Around 3 million plus Fabias of the first and second generation have been sold to date. In autumn 2014, the manufacturer presented the completely redeveloped third generation Fabia as a hatchback and estate. The vehicle inspires with a clearly sharpened design, less weight, reduced consumption and technical innovations from higher vehicle classes.



13

2001 / 2008: ŠKODA Superb

Since 2001, the ŠKODA Superb has been the flagship of the ŠKODA brand. The model stands for quality from the Czech Republic on global markets and offers lots of space, innovative technology, top safety and a high level of comfort. With the presentation of the first Superb generation, the manufacturer tied in the 1930s tradition of large, representative ŠKODA saloons. In 2008, the second Superb generation was launched onto the markets; alongside the saloon, the estate and an all-wheel drive version were introduced. ŠKODA has sold over 600,000 Superbs and Superb Combis to date. The top model also enjoys a great deal of popularity abroad. For example, the model received the 'Luxury Car of the Year' award in the UK. The completely redeveloped third-generation Superb arrives in 2015.

Technical development at ŠKODA AUTO

120 years of progressive solutions for the customers



The art of engineering at the highest level has formed the central pillar of the success of ŠKODA AUTO for 120 years. Modern technology with the highest customer benefit — that has been the driving force for the development of new models from Mladá Boleslav since the beginnings of the mobility pioneers Laurin and Klement.

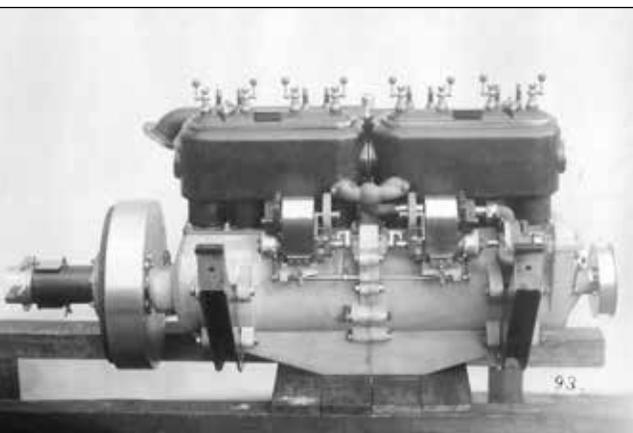
Today, technical development employs around 1,700 qualified specialists, engineers, designers and constructors. This makes ŠKODA the only car manufacturer that not only produces but also develops cars in the Czech Republic. In 2013 alone, ŠKODA invested CZK 8.7 billion in technical development. The manufacturer has the fourth-largest development centre in Volkswagen Group, and one of the most modern of its type in the automotive industry, in Česana in Mladá Boleslav.

The history of the company is rich in technological milestones. The first years after foundation were already characterised by groundbreaking developments. This includes one of the world's first four-cylinder motorcycles (Laurin & Klement CCCC, 1904), then the Voiturette A, of course, but also the first Central European eight-cylinder engine L&K FF (1907) and a functional prototype of a hybrid vehicle based on the L&K Type E (1908). In 1934 the models Popular, Rapid and Superb formed a new successful generation of vehicles with modern central tube frames and refined technology. In 1932, ŠKODA produced the air-cooled rear engine, in 1939 an eight-cylinder V engine.

The ŠKODA 1000 MB set a further technological milestone in 1964 with its innovative engine — and drive — technology. ŠKODA was the first European car manufacturer to introduce cylinder and crankcase production using an aluminium die casting process at this time and thereby reverted to an original Czech patent.

Since then, the development and production of engines has formed a focal point of the company's research and development. Today, ŠKODA carries out important development work in this field as part of Volkswagen Group. In autumn 2014, ŠKODA opened a new engine centre with 20 new engine and component test benches. The manufacturer, together with Volkswagen Group, invested over 34 million euros in the new development.

The core elements of ŠKODA's company strategy are sustainability and environmental protection. The goal is to make every new vehicle generation 10 to 15 per cent more efficient. The GreenLine and Green tec models in particular, stand for top efficiency in the brand and are available throughout the entire ŠKODA range. The ŠKODA Octavia GreenLine creates CO₂ emissions of just 85 g/km with diesel consumption of just 3.2 l/100 km. Furthermore, the brand is backing natural gas vehicles. With the Citigo G-TEC, the Octavia G-TEC and the Octavia Combi G-TEC, ŠKODA is currently offering three natural gas vehicles (as of: 31st December 2014).



▲ In 1907, Laurin & Klement presented the first eight-cylinder engine.

▲ The development of hybrid technology has been linked to the Mladá Boleslav manufacturer since 1908, when the prototype Laurin & Klement E 'Křižík', featuring an electromotor combined with petrol four-cylinder, was introduced.

▲ The ŠKODA 932 from 1932 with an air-cooled rear engine was a milestone in automotive development.

▲ In 1964 ŠKODA was the first European car manufacturer to back cylinder and crankcase production using an aluminium die casting process with the 1000 MB.

▲ ŠKODA offers a wide spectrum of economical and low emission GreenLine and Green tec models across the entire product range.

▲ Think globally, act locally: the company plants a tree for every ŠKODA model sold in the Czech Republic.

▲ Green Future: comprehensive strategy for more sustainability — from development, to production to sales.

Global production base

Close to customers and their needs



At home in the Czech Republic, successful around the world – today ŠKODA is established as an international volume manufacturer in more than 100 markets. This international orientation is not least apparent in the vehicle production. Currently, ŠKODA vehicles are being produced in 13 production plants in the Czech Republic, China, Russia, India, Slovakia, Kazakhstan and Ukraine. In total, ŠKODA AUTO currently employs around 26,000 people worldwide.

Czech Republic (Mladá Boleslav, Kvasiny, Vrchlabí)

The home base of the global ŠKODA production network is formed by the three Czech locations of Mladá Boleslav, Kvasiny and Vrchlabí. The centrepiece is the main plant at Mladá Boleslav. Almost 11,000 employees build the Octavia, Fabia, Rapid and Rapid Spaceback models here. A total of more than eleven million vehicles have already rolled off the production line at Mladá Boleslav. In the Kvasiny plant, around 3,000 employees produce the Yeti and Superb models. Car bodies have been built here since way back in 1934. The Vrchlabí plant manufactures modern double-clutch transmissions as a component plant for ŠKODA and other brands of Volkswagen Group.

People's Republic of China (Anting, Yizheng, Ningbo)

With around a 25 per cent share of annual ŠKODA sales, China is the largest single market for the brand. Local production has taken place since 2007 together with Chinese cooperation partner Shanghai Volkswagen (SVW). Since then, SVW has had more than a million ŠKODA models roll off the production line, which is around 10 per cent of all the vehicles produced at SVW since 1983. The first ŠKODA produced in China

was the Octavia in 2007. The ŠKODA Fabia followed in 2008 and the ŠKODA Superb in 2009. Since 2013, the compact SUV Yeti has been produced in China, as well as the ŠKODA Rapid. Chinese production of the new ŠKODA Octavia and the ŠKODA Rapid Spaceback began in 2014. The six locally produced ŠKODA models are rolling off the production lines at three Chinese locations: Anting, Yizheng and Ningbo.

Russian Federation (Kaluga, Nizhny Novgorod)

ŠKODA produces at two locations in Russia: Kaluga and Nizhny Novgorod. The ŠKODA models Fabia and Rapid are manufactured in the Kaluga Volkswagen plant. Vehicle production has taken place in Nizhny Novgorod since the end of 2012 in cooperation with Russian partner GAZ Group. The ŠKODA models Yeti and Octavia are produced here in a CKD process. CKD (Completely Knocked Down) manufacturing is the complete production of a vehicle including the areas of body shop, paint shop and assembly.

Republic of India (Aurangabad, Pune)

The ŠKODA models sold in India are rolling off the production lines in Pune and Aurangabad. The plant in Aurangabad in the Indian region of Maharashtra produces the ŠKODA models Octavia, Yeti and Superb. Production of the compact saloon ŠKODA Rapid has taken place since 2011 in the Volkswagen Pune plant.

Slovak Republic (Bratislava)

The city car ŠKODA Citigo has been produced at the Volkswagen Bratislava plant in the Slovak Republic since 2011. As part of Volkswagen Group's 'New Small Family', the Volkswagen up! and SEAT Mii models are also rolling off the production line there.



▲ Czech Republic: alongside the main plant in Mladá Boleslav, ŠKODA AUTO also has production plants in Vrchlabí and Kvasiny (photo) in the Czech Republic.

◀ Slovakia: since 2011, the Volkswagen plant in Bratislava has produced the ŠKODA Citigo as a member of the 'New Small Family' of Volkswagen Group.

▲ China: in cooperation with partner Shanghai Volkswagen, six ŠKODA models are produced in three plants in China. Since the end of 2013, ŠKODA production has also taken place in Ningbo, southern China.

▲ India: in the Aurangabad plant in the Maharashtra region, the new ŠKODA Octavia has been rolling off the production line for the Indian market since mid-2013.

▲ Russian Federation: Russia is the third largest ŠKODA market in the world. ŠKODA produces at two locations locally: Nizhny Novgorod and Kaluga.

Attractive ŠKODA design language

Expression of aesthetic quality and innovation



Alongside outstanding functionality, ŠKODA vehicles have always convinced with their striking and high-quality designs. An international design team is responsible for good styling at ŠKODA. The primary goal: to design attractive vehicles that inspire at first sight and also guarantee long-lasting aesthetic value.

Around 70 designers, engineers and specialists of various nationalities work in the ŠKODA Design Villa in Česana, situated in Mladá Boleslav. They work on the models of tomorrow, fine-tune the right proportions and shapes, search for suitable interior materials and, together with other development and production areas, create the perfect relationship between design and function. The transnational composition is an example of the growing internationalisation of the company.

The team around ŠKODA Chief Designer Jozef Kabaň is dedicated to various different areas and is divided into groups. Each group is responsible for one specific area of a vehicle: exterior, interior, colours, digital models and technologies as well as clay models. A new car is correspondingly the result of the best kind of team work. This is particularly the case when it comes to the close cooperation with other company areas. After all, along with creative aspects, the final design of a vehicle must also always fulfil economical, functional, safety and ecological requirements.

ŠKODA today finds itself in the biggest model campaign of its company history. The new models introduced in this context since 2011 inspire with a new, unmistakable design language. Precision down to the smallest detail, neatly moulded surfaces and sharply drawn lines characterise the modern product range. With clear structures, perfect proportions and a distinctive division of surfaces and lines, ŠKODA Octavia and co. exude a lot of clarity. In addition, there are tangible references to the Czech crystal glass tradition. Every new ŠKODA is clearly recognised as a model of the brand, but still retains its very own character.

The ŠKODA Rapid Spaceback received the renowned Red Dot Design Award 2014, which is a good indication of the modern ŠKODA designs' popularity. Seven model series by ŠKODA have been able to win the 'Red Dot' to date.

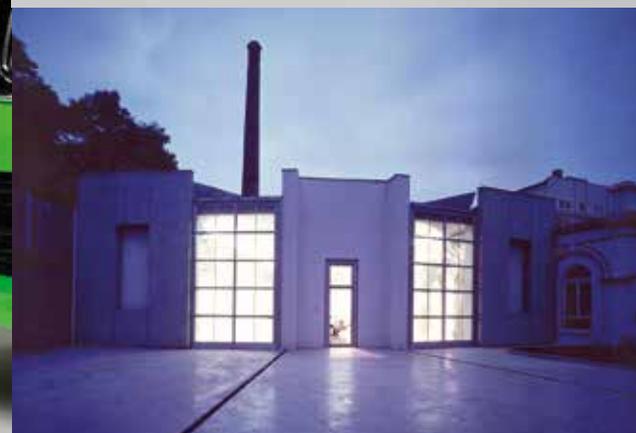
ŠKODA's concept cars are creative trendsetters. The manufacturer has presented three visionary vehicle concepts since 2011, which shape the attractive design of the current model range. The spectacular coupé study ŠKODA VisionC caused a stir. It shows in which direction the ŠKODA design language is heading. The ŠKODA design is becoming even more expressive, dynamic and full of emotion. The new version of the small car Fabia was the first time the manufacturer implemented design elements from the show car into series production.



▲ The spectacular design study ŠKODA VisionC heralded the next development phase of the ŠKODA design language in spring 2014.



▲ Under the watchful eye of Chief Designer Jozef Kabaň, an international design team works on the ŠKODA models of tomorrow.



▲ The ŠKODA Rapid Spaceback won the renowned Red Dot Design Award 2014.

▲ Designers, engineers and specialists from various areas work in the modern ŠKODA development centre in Česana in Mladá Boleslav.



▲ The design development of a vehicle goes through various phases. After intensive adjustments based on the sketches and digital models, clay models are created in full size.

▲ The attractive design of the vehicles has been an important cornerstone of the success of the ŠKODA brand for 110 years.

The current ŠKODA model range

Attractive and modern — from Citigo to Superb

With a total of six car models available, ŠKODA AUTO currently has the most comprehensive and newest product range in its company history. The range spans from the popular city car ŠKODA Citigo to the new ŠKODA Superb.



▲ With a total of six car models available, ŠKODA AUTO currently has the most comprehensive and at the same time newest product range in its company history.



1

ŠKODA Citigo

Since 2011, the smallest ŠKODA model has enriched the model range of the Czech company as the first ŠKODA city car. The smart Citigo offers efficiency and driving fun in equal measure and is the perfect car for the city: compact and yet spacious, economical and agile, attractive, safe and clever. The model is available as a three and five door version. Alongside the petrol engine, an innovative natural gas drive is also available. The ŠKODA Citigo G-TEC consumes just 4.4 m³ (2.9 kg) natural gas per 100 km, corresponding to a CO₂ emission of only 79 g/km. This makes the Citigo G-TEC the most environmentally friendly ŠKODA currently available. In the summer of 2013, the Austrian fuel saving expert Gerhard Plattner drove for five days with an average consumption of 2.39 kg natural gas / 100 km from Vicenza, Italy to Stockholm, Sweden. The fuel costs came to just 82 euros.



2

ŠKODA Fabia a Fabia Combi

Since its introduction in 1999, the ŠKODA Fabia has embodied all good ŠKODA qualities: lots of space with compact exterior dimensions, many practical solutions, low consumption, advanced technology and an outstanding price / value ratio. This combination makes the Fabia one of the most popular vehicles in the small car segment. In the period from 1999 to 2014, ŠKODA delivered around 3.4 million Fabias to its customers.

The third Fabia generation launched on the market in 2014. The new small car sets new standards and captivates with its distinctly honed, emotional design both as a hatchback and an estate. Furthermore, the Fabia now has new, innovative safety, comfort and infotainment systems from higher vehicle classes. A highlight is the networking of the vehicle with a smartphone via MirrorLink and SmartGate. In spite of the abundance of technology and equipment, the new version is lighter and more efficient than its predecessor. This makes the new Fabia the ideal vehicle for modern, urban mobility.



3

ŠKODA Rapid a Rapid Spaceback

The ŠKODA Rapid has complemented the ŠKODA model range between the ŠKODA Fabia and the ŠKODA Octavia since 2012. With compact dimensions, this compact saloon convinces with its outstanding interior space, numerous 'Simply Clever' features, a great price/performance ratio, modern technology and timeless design. Together with specific versions for China and India, the ŠKODA Rapid is a key model within ŠKODA's growth strategy.

As the first compact hatchback model of the brand, the Rapid Spaceback has been inspiring young people and families, in particular, with its young, attractive design and spacious interior since autumn 2013.



4

ŠKODA Yeti

The ŠKODA Yeti is amongst the most popular Sport Utility Vehicles (compact SUV) and has won the hearts of customers since its launch in 2009. Since the start of 2014, the ŠKODA Yeti has been available in two variants for the first time: as an elegantly styled ŠKODA Yeti for the city and as a ŠKODA Yeti Outdoor ready for off-road and adventure. Both variants are convincing with their new design elements, new 'Simply Clever' features, maximum variability and an extended engine range.



5

ŠKODA Octavia a Octavia Combi

The ŠKODA Octavia is the best-seller and the heart of the ŠKODA brand. It symbolises the rapid success story of ŠKODA over the past two decades like no other model. Since its launch in 1996, more than 40 per cent of all ŠKODA models sold worldwide have been Octavias. The current, third generation reinforces the unique position of the Octavia in the compact class. Be it space, functionality, safety and comfort systems or the timeless design — the Octavia is in a class of its own. With the saloon, Combi, Combi 4 × 4, RS, Scout and G-TEC variants, the best-seller is also as versatile as never before. The Octavia RS is the fastest production Octavia of all time. The Octavia GreenLine stands for the best environmental values with a diesel consumption of 3.1 l/100 km and CO₂ emissions of just 85 g/km. The Octavia Combi is the best-selling estate in Europe.

6

ŠKODA Superb

The ŠKODA Superb has been the top model of the brand since 2001 and has stood for the highest level of quality from the Czech Republic ever since. The new ŠKODA Superb, presented in 2015, is a real sensation and represents a new premium claim for the automotive medium-class. An emotional car with a passionate design, a great deal of space, top technology and an unbeatable price/value ratio. Bigger, more refined and more present than ever before.





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