EMOTIVE, MODERN, DYNAMIC: ŠKODA FABIA HONOURED WITH ‘RED DOT AWARD’ FOR DESIGN

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- **Excellent: coveted 'Red Dot Award: Product Design' for the new Fabia**
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- **Success: eighth Red Dot Award for ŠKODA**

Mladá Boleslav, 30 March 2015 – The all-new ŠKODA Fabia has received the coveted 'Red Dot Award' for its outstanding product design. The 'Red Dot Award' is presented annually by an international panel of experts. With 4,928 submissions from 1,994 participants in 56 countries this year alone, the 'Red Dot Award: Product Design' is of the world's largest and most internationally recognised product competitions. The third-generation ŠKODA Fabia is now the eighth ŠKODA model series to have been awarded the prize.

The new ŠKODA Fabia has been available in European markets since November 2014. The new, emotive and strong appearance excited the judges. With its sharper design, the small car is more sporty, more distinctive and more expressive than the previous model, and features balanced proportions, crystalline shapes and sharp lines. The new ŠKODA Fabia is a small car with a youthful character that's modern and customisable. The Fabia is also the first series-production ŠKODA to sport design elements from the ŠKODA Vision*C* show car.

ŠKODA's new design language also won over the Red Dot Award jury. The new Fabia had to undergo detailed examination by a high-ranking, 38-member panel of experts, consisting of design professors, designers and journalists from 25 countries. They evaluated the vehicle's design based on selected evaluation criteria, such as degree of innovation, functionality, ergonomics and durability. Ecological compatibility and clarity of function were included in the overall assessment as well.

"The new Fabia is more dynamic and full of character than ever before, and is the most emotive Fabia ever," said Chief Designer Jozef Kaba?. "We are delighted that the new design language has won over the experts and customers alike. Winning the Red Dot Award confirms that we are on the right track in developing ŠKODA's design language."

In addition to the design, the new ŠKODA Fabia sets standards in its segment in terms of technology and functionality. The small car is exceptionally eco-friendly and features technology from higher vehicle classes. Škoda is well known for offering an above-average amount of space and this model is no exception, with the largest boot in the small-car segment and the greatest practicality, featuring up to 19 *'Simply Clever'* solutions.

The blend of emotive design and functionality has won over the market: Over the first two months of 2015, deliveries of the Fabia increased 11.7% in Western Europe and 32.7% in Central Europe.

This is the eighth time that ŠKODA has won the Red Dot Award. The brand's first model to receive the prize was the ŠKODA Octavia Combi (estate) in 2006.

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ŠKODA AUTO

- is one of the longest-established vehicle production companies in the world. Since 1895, the Czech headquarters in Mladá Boleslav has seen the production firstly of bicycles and then motorbikes and cars.
- currently has seven passenger car models: Citigo, Fabia, Roomster, Rapid, Octavia, Yeti and Superb.
- delivered over one million vehicles to customers worldwide in 2014.
- has belonged to Volkswagen since 1991. The VW Group is one of the most successful automotive groups in the world. ŠKODA, in association with the Group, independently manufactures and develops vehicles, as well as components, engines and gear transmissions.
- operates at three locations in the Czech Republic, produces in China, Russia, Slovakia and India mainly through Group partnerships, as well as in Ukraine and Kazakhstan through local partners.
- employs over 25,800 people globally and is active in more than 100 markets.

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