# SKODA FABIA IS MADE INTO AN ‘ART CAR’

**Friday 16 January, 2015**

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**MladáBoleslav, 16 January 2015 – The new ŠKODA Fabia provides much more scope for customisation than ever before. With 125 colour combinations, there are almost no limits to customers' wishes. The Czech manufacturer now presents a very special, creative interpretation of its new small car: the ŠKODA Fabia Street Art. For this purpose, Portuguese graffiti artist Armando Gomes has turned a Fabia into a unique, multi-coloured work of art on four wheels.**

'The new ŠKODA Fabia is more emotionally rich than ever before and is the perfect car for the modern, urban mobility of today,' said Werner Eichhorn, ŠKODA Board Member for Sales and Marketing. 'The creation of the vehicle as a work of art underlines the brand's aspirations for emotional resonance. We are really pleased about our collaboration with renowned graffiti artist Armando Gomes. This fresh and unusual project demonstrates that we are conducting our model campaign with new, creative ideas,' said Eichhorn. The art project took place in Lisbon at the end of October as part of the new ŠKODA Fabia's international presentation to the press.

The ŠKODA Fabia Street Art was created in several stages. To begin with, Armando Gomes laid the groundwork by applying the lines and geometrical shapes to the body of the car. The surfaces were then sprayed in different colours.

Portuguese artist Armando Jorge Aires da Costa Gomes is regarded as one of the most significant graffiti artists in the world. The 31-year-old lives and works in Lisbon. The Portuguese graffiti artist also works as a designer, illustrator and film producer.

The new Škoda Fabia is part of ŠKODA's biggest model campaign ever. The third-generation Fabia will further strengthen the brand's success in international markets. The newly developed small car offers 'more car' in every respect and sets standards in its class. The new Fabia has been available in the first European markets for a few weeks and is on sale in the UK now. The new Škoda Fabia Estate arrives in the UK in March.

The new Fabia is the first demonstration of the evolution of the Škoda design language into a more expressive and more emotionally charged look. Great emphasis has also been placed on individuality. The new Fabia hatchback is available in 15 colours. Based on a cleverly-devised colour concept, up to 125 different colour combinations can be chosen for the roof, A-pillars, door mirror caps and wheels.

**Further information**:

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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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