



ŠKODA
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PRESS RELEASE

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ŠKODA Design creates trophies for the winners of the Tour de France 2021

- › This year's Tour de France trophy reflects what cycling is all about: Nature, ecology and clean energy
- › Striking design inspired by Bohemian crystal art
- › ŠKODA Design has been creating the Tour de France winners' trophies since 2011
- › ŠKODA AUTO official main partner of the cycling classic for the 18th time

Mladá Boleslav – On 18 July, the participants of the 108th Tour de France will reach the finish line on the Champs-Élysées in Paris. It is here that the winners of the individual classifications of the world-famous cycling classic will receive their trophies. This will be the eleventh time in a row that ŠKODA Design has been responsible for designing the trophies made of Czech crystal.

Peter Olah, Head of Interior Design ŠKODA AUTO explains: "The trophies have become a real hallmark of the Tour de France. This year, we have taken shapes from nature: The motifs are reminiscent of blades of grass or flowers growing up the trophy. They give the trophy a distinctly natural, almost feminine character. Our design addresses issues that are of great importance to society and that we also devote a great deal of attention to in our design."

The trophies, which are 60 centimetres high and weigh four kilograms, are made of clear green glass and reference the current design language of ŠKODA models with their signature crystalline shapes. Employees of the Czech crystal manufacturer Lasvit bring ŠKODA AUTO's designs to life and sculpt true works of art. The refraction of light and the interplay with shadow create a fascinating spectacle of intersecting lines. Accurately cutting the crystal requires the skilled glasscutters to have a steady hand and years of experience.

The 108th Tour de France started on 26 June 2021 with the 'Grand Départ' in Brest, Brittany. When the peloton arrives at the finish on the Champs-Élysées in Paris on 18 July, the riders will have covered 3,383 kilometres through France and the Principality of Andorra. Over 21 stages, the route covers flat and hilly sections, through mountainous stretches and includes individual trials.

ŠKODA AUTO is the official main and vehicle partner of the world's biggest cycling event for the 18th time. The Czech car manufacturer is providing around 250 vehicles to the organisation and race management of the Tour de France and is sponsoring the green jersey for the leader in the points classification. The all-electric ŠKODA ENYAQ iV is the command vehicle and mobile control centre ('Red Car') for the director of the Tour de France, Christian Prudhomme – as it was last year, being substituted on some stages for the ŠKODA SUPERB iV Plug-in-Hybrid.



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Further information:

Liana Picard

PR Manager

T.: 02/260 24 01

M.: 0473 45 48 77

liana.picard@dieteren.be

www.skoda-press.be

ŠKODA AUTO

- › is successfully steering through the new decade with the NEXT LEVEL – ŠKODA STRATEGY 2030.
- › aims to be one of the five best-selling brands in Europe by 2030 with an attractive line-up in the entry-level segments and additional e-models.
- › is emerging as the leading European brand in India, Russia and North Africa.
- › currently offers its customers ten passenger-car series: the FABIA, RAPID, SCALA, OCTAVIA and SUPERB as well as the KAMIQ, KAROQ, KODIAQ, ENYAQ iV and KUSHAQ.
- › delivered over one million vehicles to customers around the world in 2020.
- › has been a member of the Volkswagen Group for 30 years. The Volkswagen Group is one of the most successful vehicle manufacturers in the world.
- › independently manufactures and develops not only vehicles but also components such as engines and transmissions in association with the Group.
- › operates at three sites in the Czech Republic; manufactures in China, Russia, Slovakia and India primarily through Group partnerships, as well as in Ukraine with a local partner.
- › employs more than 43,000 people globally and is active in over 100 markets.