



## RECORD-BREAKING 2015 FOR ŠKODA AUTO

2014  
 **1,037,200** CARS SOLD

ŠKODA AUTO achieved a new sales record for the second year in a row, selling over 1 million vehicles.

2015  
 **1,055,500** CARS SOLD

2015  
**GROWTH 1.8%**

### GROWTH CONTINUES

Best January ever follows the most successful December in history: **91,600** cars delivered to the customers (+5.2%).



+5.7% → **86,600** CARS SOLD

DECEMBER 2015

+5.2% → **91,600** CARS SOLD

JANUARY 2016

### 3 NEWEST PILLARS



**ŠKODA FABIA AND FABIA COMBI**

A brand new generation of successful car for families.



**ŠKODA OCTAVIA AND OCTAVIA COMBI**

The most popular model of the brand with its top RS sport version.



**ŠKODA SUPERB AND SUPERB COMBI**

A class-leading car with top-level comfort and safety features.



**ŠKODA OCTAVIA**  
**41% OF TOTAL SALES**

ŠKODA OCTAVIA

41%

ŠKODA RAPID

18%

ŠKODA FABIA

18%

OTHER MODELS

23%

Other models: ŠKODA Citigo, ŠKODA Roomster, ŠKODA Yeti, ŠKODA Superb

### 4 KEY REGIONS

#### WESTERN EUROPE

**430,900** CARS SOLD

ŠKODA recorded double-digit growth for example in Germany, Ireland, Italy, Portugal, Spain and Sweden.

#### GERMANY

**158,700** CARS SOLD

ŠKODA continues to boost its position as the strongest import brand on the biggest European car market.

**6.2%** GROWTH

#### CENTRAL EUROPE

**172,100** CARS SOLD

ŠKODA did extremely well in this territory: the brand grew by 14.8% and increased its already high market share from 20.0 to 20.9%.

#### THE CZECH REPUBLIC

**85,000** CARS SOLD

**21.1%** GROWTH

#### EASTERN EUROPE INCLUDING RUSSIA

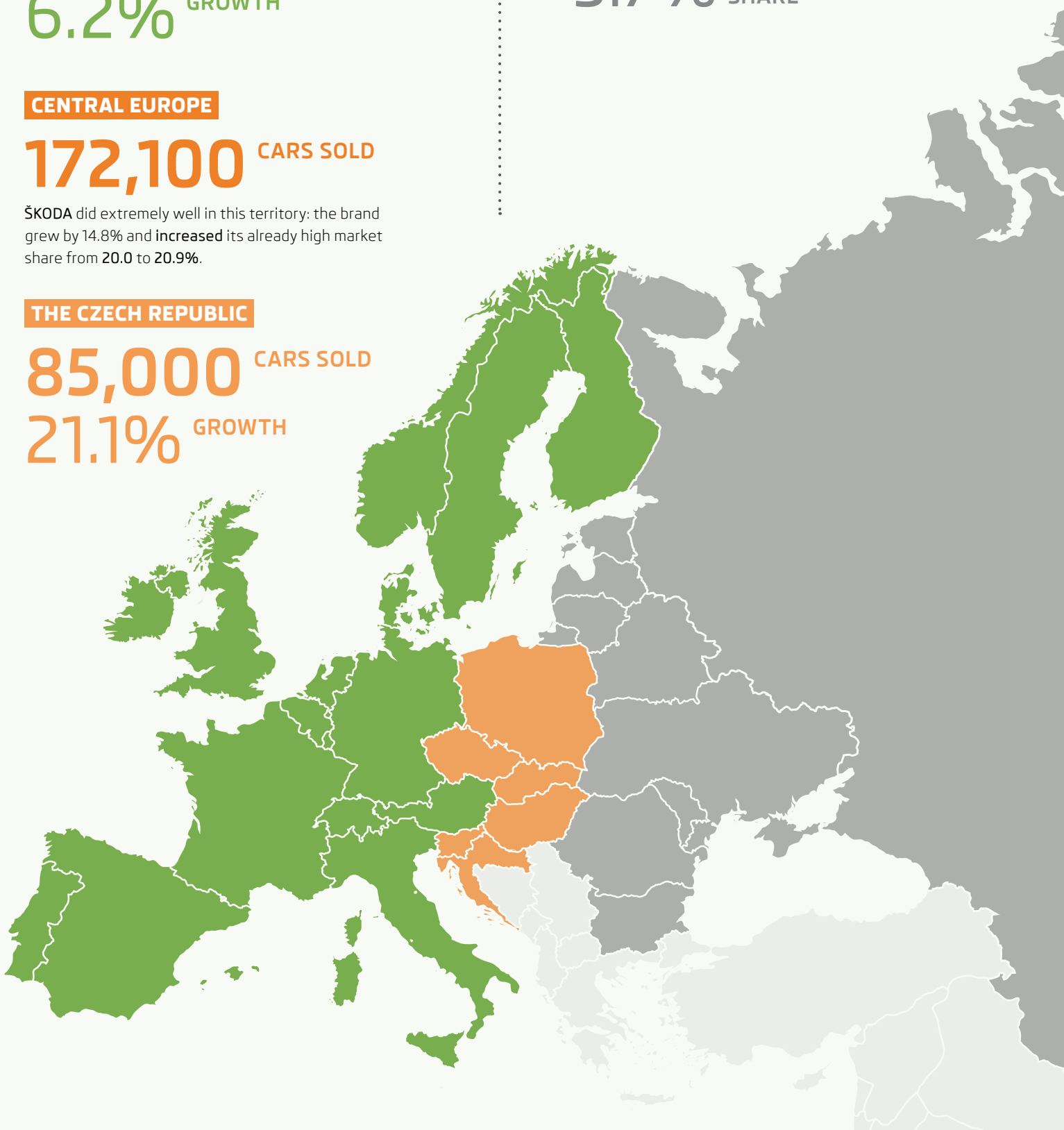
**87,700** CARS SOLD

In the challenging market environment in this region, ŠKODA increased its share, even in Russia — from 3.6 to 3.7%.

#### RUSSIA

**55,000** CARS SOLD

**3.7%** MARKET SHARE



#### CHINA

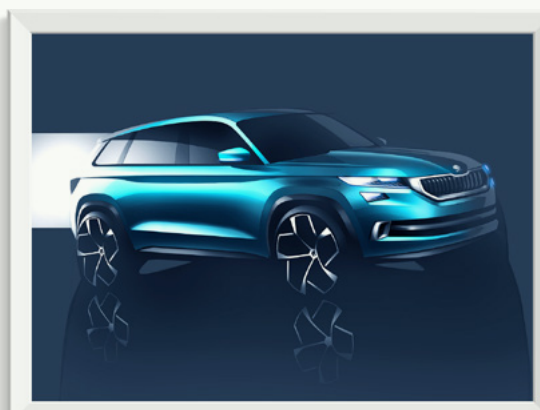
**281,700** CARS SOLD

ŠKODA's sales remained stable on its biggest market. In 2015 ŠKODA started to produce and sell the new Fabia in China.

Note: All the figures are rounded to the nearest hundred.

### THE GROWTH WILL CONTINUE NEW SUV IN THIS YEAR

"ŠKODA demonstrated strength amid a challenging market environment in 2015," says ŠKODA CEO Bernhard Maier. "After recently expanding and renewing the entire range, ŠKODA is now finalizing the preparations for entering the next phase of the model campaign. We will be strengthening our presence in the SUV segment among other things," explained the Chief Executive. The brand will be showcasing its new show car — the ŠKODA VisionS — at the 2016 Geneva International Motor Show, hinting at how ŠKODA's future SUV could look.



FOR MORE INFORMATION: