



## **Skoda adds a 7 star experience on wheels to your life - Launches the globally successful, all new Skoda Superb in India-**

**Delhi, 10<sup>th</sup> March '09:** Škoda India, a fully owned subsidiary of Škoda Auto a.s. Czech Republic (Volkswagen Group), one of the fastest growing car manufacturers in Europe, launched the all new **Skoda Superb** in India at the hands of **Mr. Thomas Kuehl, Board Member, Sales and Marketing, SkodaAuto India**. With the launch of the new Skoda Superb, the company is set to further strengthen its position in the premium segment through incremental sales volume.

With this, Skoda aims at meeting requirements of the Indian Market with innovative luxury, designed to satisfy the customer's desire for perfection. Through the distinctive, individualistic and exceptional design of the new Superb, Skoda wishes to give their Indian customers a 7 star experience on wheels. The model compliments the value added features associated with the brand i.e. commitment to quality, luxury, safety and advanced technology.

Speaking at the occasion, Mr. Thomas Kuehl, Board Member, Sales & Marketing, ŠkodaAuto India said, "When we launch new products, we not only focus on giving more choices to our customers but also offer them a new experience coupled with world-class technology. And with the all new Superb, we intend to give a 7 star experience to our customers. Further, keeping in mind the demand of our cars in India, we expect to sell more than 1000 units of the car by year end."

While explaining the features of the car, Mr. Kuehl said, "The new Škoda Superb has got the best in class fuel efficiency and is equipped with advanced styling, luxurious wood, chrome and leather interiors, enhanced comfort and safety in addition to its time-tested quality and reliability. With features like the Electric Sunroof, 16" alloy wheels, Parktronic – front and rear park distance control, the patented Twindoor Technology and 565 litres luggage compartment, the car will be available in TSI (Turbocharged Fuel Stratified Injection) petrol engine."

### **7 star experience- the all new Superb**

- 1. Design-** Distinctive, elegant & captivating exterior design; leather, wood & chrome package.
- 2. Safety-** Eight Airbags; Adaptive Front Light System (AFS)
- 3. Comfort-** Best in class rear leg room & headroom space.
- 4. Convenience-** Touchscreen infotainment system; gearshift controls on steering wheel.
- 5. Twindoor technology**
- 6. Engine-** TSI (Turbocharged Fuel Stratified Injection) petrol engine
- 7. Transmission-** Seven Speed DSG Automatic





Available in an aesthetic array of colors – Black Magic, Rosso Brunello, Cappuccino Beige, Diamond Silver & Candy White, the price range of the car would be:

Ex-showroom Delhi	Rs 18,88,743
Ex-showroom Maharashtra	Rs18,40,001
Ex-showroom Kolkata	Rs 19,05,722
Ex-showroom Chennai	Rs18,84,498

Globally, the Superb has bagged a bunch of prestigious awards in 2008 like the **2008 Golden Steering Wheel** (Goldenes Lenkrad) organised by the German-based magazine Bild am Sonntag and the **Großen Österreichischen Automobil-Preis** organised by ARBÖ every year, where Experts, VIPs and thousands of readers selected the best and most popular vehicles of 2008 from altogether 36 candidates for the year. The car has done Skoda proud with other awards by being claimed the **Car of the Year** in Czech Republic, Latvia, Estonia, Lithuania, Bulgaria, Ukraine, Russia, Bosnia and Herzegovina. It has also been awarded the **Most Beautiful Car** at Motorshow Katowice, Poland; the **Best Company Car** in Croatia and the **Auto Trophy** (Upper class) in Germany.

