



For Immediate Release

ŠkodaIndia introduces Superb Comfort- Widens appeal to the “D” segment customer.

Expects incremental sales volume with the launch of new Skoda Superb.

Aurangabad, September 20th 2007: ŠkodaIndia, a fully owned subsidiary of ŠkodaAuto a.s., Czech Republic (Volkswagen Group), one of the premium automobile manufacturers in India, today announced the launch of Superb Comfort, 3rd variant of its flagship model ŠkodaSuperb. This new model is a response to the growing demand for advanced customization in the existing variant of Superb. Representing the best mix of luxury, performance, safety, power and inner space this variant is offered an economical price of Rs. 19,89,970/- (ex showroom Thane)

Mr. Karsten Bogun, Managing Director (commercial) ŠkodaIndia, said, “Our flagship model ŠkodaSuperb has been well accepted by the Indian customers. As a part of our new variant strategy to further strengthen our position in “D” segment, we have introduced Superb Comfort with some modified features and at a lower price than the existing versions. This will broaden the range under Superb to suit the changing requirements of customers today. We have a target of selling around 150 units by end of this year.”

Speaking about company’s future plans, he added, “In last five and half years, ŠkodaIndia has made a mark in the Indian Automobile Industry by offering world class products with cutting-edge technology, high-fuel efficiency and attractive looks. We are focussed on introducing new models as well as working on strengthening our dealer network across nation.

Features in Skoda Superb

- 6 intelligent air bags
- High & reach adjustable steering wheels
- 163bhp
- Halogen projector headlamp
- Auto dimming in a rear view mirror
- Climatronic AC
- Rain sensors

This **AT version** of ŠkodaSuperb Comfort comes in 2.5 litre V6 TDi engine and will be available in 3 colours- candy white, black magic and diamond silver, across all 50 dealerships in India. Safety being the prime concern, the features are complimented with intelligent airbags, rain sensors, ABS, ESP,

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ŠkodaIndia

ASR, cat vision, climatronic AC, auto dimming in a rare view mirror and other safety maximisers. Perfect handling, directional stability and enhanced braking have always been the hallmark of every Škoda automobile. In India, ŠkodaSuperb is available in 2.8 litre petrol engine and 2.5 litres Turbo Diesel engine in different variants.



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