

ŠkodaIndia Creates A New Segment
- Introduces Laura Ambiente
“THE ROAD JUST GOT MORE BEAUTIFUL”



Mumbai, 24th October 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 Laura Ambiente, a new variant of its best selling model ŠkodaLaura. With the addition of this model, Skoda India now offers 15 variants in India. This variant is offered at an attractive price and it has all the virtues emblematic of every Skoda India car: quality, reliability, comfort, performance and standards of service for the most demanding requirements.

Speaking on the occasion, **Mr. Karsten Bogun, Managing Director(Commercial) of ŠkodaIndia**, said, “Skoda is known worldwide for its products with global appeal, world class development and manufacturing capabilities and this product is a further testament to our continued commitment of excellence to our customers. The continued growth of India as a global economic power, increasing disposable incomes and rise in Indian automobile sales, has created potent opportunities for the automobile industry in India. Also, with the increasing awareness among customers about their lifestyle choices, they are looking for various options and we believe that Skoda is a perfect choice to match the demands.”

This variant comes in the price range of Rs 12,89,990 /- (Ex showroom Thane) and will be available in four colors Brilliant Silver, Candy White, Satin Grey and Corrida Red. Its value gets enhanced with added safety features like two airbags, Traction control system (ABS + ASR), Rear parking sensors with Parktronic display, Automatic wipers with rain sensors. The product will be available in diesel version and at all dealerships across the country.

Specifications- Laura Ambiente

Price	Rs	12,89,990	/-	(Ex- Torque	250Nm
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	showroom, Thane)		
Engine	1.9 PD TDI	Power	105bhp
BHP	105	Kerb Weight(kg)	1380
0-100 kmph	11.8 sec	Top Speed	192 kmph

