



ŠkodaAuto India announces its association with Pantaloons Femina Miss India 2011

> All New Škoda Fabia to be the Official Car Partner

> Three winners of Pantaloons Femina Miss India to be awarded the All New Škoda Fabia

Mumbai, 29th March, 2011: ŠkodaAuto India, a fully owned subsidiary of ŠkodaAuto a.s., Czech Republic (Volkswagen Group), one of the premium automobile manufacturers in India today announced its association with India's most prestigious beauty pageant - Pantaloons Femina Miss India 2011.

Škoda's stylish hatchback the All New Škoda Fabia will be the official car partner for the Pantaloons Femina Miss India 2011. Through this association, the three winners of PFMI 2011 will be awarded the Škoda Fabia as the pageant's grand prize.

Talking about this association, Mr. Thomas Kuehl, Member of the Board, Sales and Marketing, ŠkodaAuto India said, "We are pleased to announce our first ever association with India's most successful and credible beauty pageant - Pantaloons Femina Miss India 2011. The All New Škoda Fabia known for its unmistakable style and fabulous looks makes for a perfect match with the beauty pageant encompassing flawless blend of style and substance. We believe that this partnership is a step in the right direction to enhance Škoda Fabia's lifestyle positioning."

Miss India is a national beauty pageant in India, one of the most recognized contests to produce internationally acclaimed beauty queens. The Pageant winners represent India on three prominent platforms Miss World, Miss Earth and Miss International.