



SKODA Auto India announces its 24 x 7 SKODA Roadside Assistance program

- 365 days service spanning the entire country (excluding islands)
- 2 dedicated toll-free numbers **1800 209 4646 & 1800 102 6464**
- Immediate attention to customer in addition to the Multilingual services

Mumbai, August 19, 2011: SKODA Auto India, a fully owned subsidiary of SKODA Auto a.s. Czech Republic and one of the most promising automobile companies in India announces the rollout of 24*7 Road side assistance program - **SKODA Assistance NON STOP HELP ON THE ROAD**, a unique after sales proposition to enhance the ownership experience for its customers. The Roadside Assistance program will be a complimentary service to all new SKODA customers for the first 2 years.

The latest offering by Skoda will offer a hassle free journey & zero worries ownership experience to all Skoda Owners for a period of 2 Years from the date of new car sale effective from 1st of March 2011 onward.

The program will assist customer and occupants in case of breakdown eventualities no matter where the customer is located i.e. at home, on the roadside, on a highway or in a parking lot; he requires an immediate assistance and this program will meet the need to the utmost satisfaction of the customer's expectations.

It is strictly not a part of regular service program and does not substitute the need of regular maintenance carried out in the SKODA authorized workshops.

Speaking on the initiative, **Mr. Thomas Kuehl, Board Member, Sales and Marketing, SKODA Auto India** said, "This is a huge step for us and will further enhance ownership experience for our brand. After sales experience plays a big role in forming opinion and creating brand loyalty. The latest offering by the company reiterates Skoda's endeavor to provide innovative service to the customers that suits their needs and lifestyle. Skoda believes in value for money products and services"



SKODA Roadside Assistance key features includes

Standard Program Services

- Tele-Assist
- Roadside Assistance
- Flat Batteries / Battery Jump Start
- Emergency Fuel
- Flat Tyres
- Emergency vehicle access/ lost key services.
- Towing/Transportation
- Emergency Message Relay
- Accident Co-ordination

Premium Program Services

- Taxi
- Accommodation
- Rental Vehicle
- Vehicle Recovery

Customer can reach **SKODA Assistance NON STOP HELP ON THE ROAD** through Toll Free numbers **1800 209 4646** or **1800 102 6464** around the clock.