



SKODA Auto India registers a growth of 20% in August 2011

- Records total sales of 1812 units in August 2011

Mumbai, September 01, 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, today announced a growth of **20%** for August '11 over the same period last year. SKODA Auto India's total sales for August'11 stood at **1812** units against **1512** units for August '10.

SKODA is emerging as a strong global automobile player in its segments and will introduce one more model this year, the much anticipated entry level sedan.

Mr. Thomas Kuehl, Board Member, Sales and Marketing, SKODA Auto India said, "We are extremely positive about Skoda Auto's growth trajectory in India. Our endeavor to consistently provide consumers with value products and services is one of the key factors contributing to our growth. The recently launched Laura RS will further attract more enthusiasts towards our brand; the Laura RS is a statement in itself and provides sheer driving pleasure with a holistic experience of a sports car. The entry level sedan scheduled to launch at the end of the year will also help us reach to a whole new set of audiences".

SKODA is working on their dealership network and after-sales service to enhance customer experience while reaching out to a larger section of customers across the country. The company currently has 82 showrooms across India. SKODA Auto recently announced its 24 x 7 SKODA Roadside Assistance program, 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.