



Manish Malhotra and ŠkodaAuto India unveil the 'Superb' at LFW Autumn Winter 2009

A collection inspired by the 7 star Škoda Superb

Mumbai, Friday 27th March 2009: Škoda Auto, the official car of the Lakme Fashion Week Autumn Winter 2009 proudly announced the launch of Manish Malhotra's glamorous ensemble 'Superb' today at the Fashion Week held at Grand Hyatt.

ŠkodaAuto is a brand known for its lifestyle value, offering reliability and European build quality with a constant endeavor to introduce modern technologies. Its association with Lakme Fashion Week appropriates this social currency and stature for the brand along with reinforcing its position in the lifestyle segment.

The brand's association with Manish Malhotra this season is owing to his uncanny skill to set trends and translate his vision into compelling creations. The guests were buoyant as Manish's collection- inspired by Škoda Auto's latest offering- the 7 star Škoda Superb unveiled. The collection lit up the evening with the stylish subtle exuberance with a desire to wow every one.

Present at the event were Deepika Padukone, Asin, Riteish Deshmukh whose presence kick-started the show for the 7 star Skoda Superb collection. The models walking the ramp in the trend setting collection symbolized Škoda Superb - distinctive, individualistic and exceptional.

"The Skoda Superb with its advanced styling in addition to its time tested quality and reliability is the official car of the Lakme Fashion Week this season. Manish Malhotra embodies the tenets of what Skoda believes in- trend setting, style and quality. The quintessence of the associations underlines the ability of our brand to continually set new benchmarks by creating luxurious products for people with superior demands" said **Mr. Thomas Kuehl, Board Member, Sales & Marketing, Škoda Auto.**

"With this, we also keep up our promise of give a 7 star experience to our customers" he added.





Fashion Designer Manish Malhotra was in high spirits about his association with Škoda Auto. “Škoda is a brand reminiscent of all that is luxurious, style and quality- just like my collections. I am very happy with the way my 7 star Superb collection has shaped up. My designs predominantly portray a trend setting, distinctive and stylish look and the Skoda Superb perfectly symbolizes the design and timelessness of my collection.”

The striking features of the 7 star Škoda Superb have not only attracted customers but also designers who take great inspiration from this car. What more can we say about the truly super Superb!

About ŠkodaIndia: Škoda has been operating in India since November 2001 as a subsidiary of ŠkodaAuto a. s. Czech Republic (Volkswagen Group), one of the fastest growing car manufacturers in Europe. It has set up a state-of-the-art manufacturing facility in Shendra near Aurangabad, Maharashtra. The facility is spread across 300,000 sq. mt. ŠkodaIndia has 4 models on sale in India – Skoda Superb, Skoda Octavia, Skoda Laura and Skoda Fabia. Škoda Auto India has a network of **60 dealerships** across the country and has sold **over 65,000 units** since November 2001.

Skoda Auto India Official Website: www.skoda-auto.co.in

About Manish Malhotra: Manish Malhotra is India’s leading fashion designer, and perhaps the most celebrated. He revolutionized the fashion scene in Bollywood by envisioning a 'look' for the character. His tenure as a costume-designer has seen him clothe most of the leading ladies in the film industry from Sridevi, Urmila Matondkar, Karishma Kapoor, Kajol, Raveena Tandon, Madhuri Dixit, Twinkle Khanna, Shilpa Shetty, Kareena Kapoor, to Aishwarya Rai, Rani Mukherjee and Preity Zinta. He has also been graced with Indira Priyadarshini Memorial Award for his contribution to the fashion industry, felicitated by National Institute of Fashion Technology, New Delhi and the Indo American Society for his contribution to fashion designing.

