



SkodaAuto India announces a unique Festival Campaign

~ Inclusive of aesthetic care, exterior polishing and general check-up ~

Mumbai, 5st October 2010: SkodaAuto India, a fully owned subsidiary of SkodaAuto a.s., Czech Republic and one of the most promising automobile companies in India today announced a two week long Festival Campaign at all Skoda authorized dealerships across India. The Festive campaign commences on 1st October 2010 and until 14th October 2010 and from 18th October to 30th October for Delhi and NCR.

In line with SkodaAuto's commitment to its customers, the Festival Campaign offers an enhanced customer experience. It is aimed to provide the much required aesthetic care for the car post monsoons. The campaign offers a 23 points general check-up along with extensive cleaning & exterior polishing of the car with dedicated car cosmetic products. The general check up of the car comprises checking of different components of the car like the turn signal indicators, windshield washer system, air conditioner performance, battery voltage, interior lighting etc.

Speaking on the occasion, Mr. Thomas Kuehl, Member of Board and Director, Sales & Marketing, SkodaAuto India said, "In line with SkodaAuto's commitment to its customers, the Festival Campaign offers superior customer experience. Our efforts to enhance customer satisfaction had been duly recognized by the Sales Satisfaction Index survey 2010 by JD Power where SkodaAuto is ranked No. 3. The Festive Campaign continues SkodaAuto's focus in this direction."

SkodaAuto also recently introduced Skoda Shield - a unique after sales proposition ensuring "4 years of carefree drive" with zero worries ownership experience for all new customers. Customers can now enjoy the festive season with an assured peace of mind in their pampered Skoda's.

