



## **Sudhir Rao named managing director of SKODA AUTO India**

- › **Internationally experienced automobile expert to run Czech manufacturer's Indian operations from March 1<sup>st</sup> 2012**
- › **Subcontinent important element in SKODA growth strategy**
- › **Brand has been active in market for ten years**

**Mumbai/Mladá Boleslav, January 30<sup>th</sup>, 2012 – Sudhir Rao will become managing director of SKODA AUTO India Private Limited, effective March 1<sup>st</sup>, 2012. Born in India, Rao has extensive experience in the international automobile industry and is considered a profound expert on the Indian market.**

"We are very pleased to be hiring Sudhir Rao as managing director (MD) for SKODA AUTO India," says SKODA AUTO CEO Winfried Vahland, adding, "he is a top automobile manager with many years of experience and an international background. He also knows the Indian market perfectly. Under his responsibility, SKODA AUTO India will vigorously continue its successful evolution of the past ten years and further consolidate its good position.

Before joining SKODA AUTO India, Rao ran an international car brand's India activities as Chief Operating Officer. Prior to this, the 52-year old held several management positions in the international automobile industry, among them CEO of India's leading independent maker of engines and transmissions. Until the mid-2000s, Rao worked primarily in the USA and in Europe. He studied business administration and engineering in India and in the USA.

The Indian market has great importance for SKODA's 2018 growth strategy. By 2018, the Czech manufacturer aims to raise worldwide sales to a minimum of 1.5 million per year. In 2011, SKODA's deliveries in India rose almost by 50 percent to a new record high of about 30,000 vehicles. In the years ahead, SKODA intends to substantially strengthen the growth trend on the subcontinent, especially thanks to the new Rapid compact saloon introduced in late 2011. The Rapid, produced in Pune, establishes a presence for SKODA in the market's largest vehicle segment for the first time.