



For Immediate Release

SkodaAuto India's August 2010 sales up by 24%

~ SkodaAuto continues its growth trajectory as the company registers a healthy sales growth of 1511 units in the month of August 2010

Mumbai- September 1st, 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 sales growth of **24%** for the month of **August 2010 over July 2010**. SkodaAuto India's total sales for **August 2010** stood at an impressive **1511 units**. Skoda has registered impressive growth in this year riding on the success of Skoda Superb and New Skoda Laura.

Speaking on the occasion **Mr. Thomas Kuehl, Director & Board Member, Sales and Marketing, SkodaAuto India** said "I am extremely delighted with SkodaAuto's continuing growth as we gear up for the exciting period ahead. To further propel Skoda's success in the Indian market, we will soon introduce Skoda's first SUV "YETI". This eagerly awaited car from Skoda's stable has been extremely successful globally and our initial feelers from the Indian consumers have been very positive."

Mr. Ashutosh Dixit, Senior General Manager, Sales and Marketing, SkodaAuto India commented "SkodaAuto's growth in India has been a result of our commitment to the customers. We are extremely proud to state that SkodaAuto India has been rated No. 3 in Sales Satisfaction Index (SSI) by J D Power Survey 2010. In line with our commitment towards the customers, we recently introduced the Skoda Shield. Skoda Shield is an unique package of benefits which provides zero worries ownership experience for all customers"





SkodaAuto India recently introduced Skoda Shield which provides up to “4 years of carefree driving”. The all inclusive package consists of Basic Motor Insurance, 24X7 roadside assistance and Extended Warranty to enhance overall ownership experience. Customers can opt for the *SkodaShield* at a nominal fee only at the time of purchase of new car.

About SkodaIndia: Skoda has been operating in India since November 2001 as a subsidiary of **SkodaAuto** 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. **SkodaIndia** has 3 models on sale in India – Skoda Superb, Skoda Laura and Skoda Fabia. Skoda Auto India has a network of **64 Dealerships** and **5 Boutique showrooms** across the country and has sold over **93106 units** since November 2001.

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