



Skoda introduces the all New Superb 1.8 TSI Petrol in Manual Transmission

~Extends the existing Superb Portfolio~

Mumbai, India, 1st April '10: ŠkodaAuto India, a fully owned subsidiary of SkodaAuto a.s (Czech Republic) and one of the most promising automobile companies in India announced the launch of the **Skoda Superb 1.8 TSI (Petrol) with Manual Transmission (MT)** today. The launch of the Manual Transmission in the Superb commemorates the one year success of the All New Superb which was introduced in India in March 2009.

A delight to the auto enthusiasts, the **Skoda Superb Petrol 1.8 TSI MT** is geared with a Manual 6-speed transmission, which is unique to its segment and offers enhanced drivability and complete control on the engine performance. The 1.8 litre engine equipped with the award winning TSI technology has an inbuilt turbocharger with a high pressure direct injection system. The success of this variant can be attributed to the fact that it poses a lethal combination of the powerful TSI engine and an efficient 6-Speed Manual Transmission which not only gives better fuel efficiency (ARAI: 13.14 km/lit) but also improves the driving experience. The new Superb 1.8 MT Elegance will have the same equipment level as its siblings.

Speaking at the occasion, **Mr. Thomas Kuehl, Board Member, Sales & Marketing, ŠkodaAuto India** said, "We are proud to add the 1.8 TSI with the 6-speed Manual Transmission to the existing Superb range. Once again, to reiterate our commitment to our customers we have introduced new technologies in this variant which are a benchmark in the segment. The best in class 6-speed manual gearbox with the 'Intelligent Gear Change Indicator' takes the driving conditions into consideration and recommends the most suitable gear level to the driver on the Multifunction Display. As a result, the customer gets better fuel economy, better engine performance and a longer engine life. The response from our customers as well as auto critics has bequeathed the all New Superb with segment leader position and has surpassed all expectations."

Complementing this opportunity, **Mr. Ashutosh Dixit, Sr. General Manager, Sales & Marketing, SkodaAuto India** added, "Ever since the launch, the New Superb has won the hearts of over 3000





customers and acquired the No. 1 position in the D Segment, bagging 6 prestigious automotive awards in 2010. The addition of the 1.8 TSI Manual Transmission to the current range will offer a wider choice to our customers and also allow us to introduce our newest technologies into the Indian market. We are confident that our new addition will create more zeal and excitement for our customers.”

The Superb 1.8 TSI MT is available in an aesthetic array of colors – Black Magic, Rosso Brunello, Cappuccino Beige, Diamond Silver & Candy White at a price range of:

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| Skoda Superb 1.8TSI MT (Petrol) | Ex-showroom Delhi | Rs. 1,828,563 |
| | Ex-showroom Maharashtra | Rs. 1,781,035 |

The All New Superb is also available in the following engines 1.8 TSI Automatic Transmission (Petrol), 2.0 TDI CR Automatic Transmission (Diesel) and the 3.6 V6 FSI 4x4 Automatic Transmission (Petrol).

Awards won by the All New Superb in 2010:

1. Car of the Year – BBC Topgear India Awards.
2. Golden Steering for the ‘Best Sedan of the Year’ – Auto Bild India Awards.
3. Most Fun-to-Drive Car (Skoda Superb V6) – ET Zigwheels Awards.
4. Executive Car of the Year – BS Motoring Awards.
5. Executive Sedan of the Year – ET Zigwheels Awards.
6. Entry Premium Car of the Year – NDTV Profit - Car India & Bike India Awards.

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 4 models on sale in India – Skoda Superb, Skoda Octavia, Skoda Laura and Skoda Fabia. Skoda Auto India has a network of **65 Dealerships** and **3 Boutique showrooms** across the country and has sold **over 86,000 units** since November 2001.

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