



## ŠkodaAuto India achieves record sales growth of 213% in Q1 2010

**Mumbai, April 29<sup>th</sup>, 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 213% for quarter ending March'10** over the same period last year.

The year 2010 has commenced with remarkable momentum as SkodaAuto India's total sales for **Q1 2010** stood at **5510 units** against **2585 units** for the same period last year. This milestone achievement reflects ŠkodaAuto's commitment towards India through our leading technology, superior built-quality and valuable services which enhance the ownership experience for our customers.

The success is also a result of the efforts that ŠkodaAuto has taken to manage customer expectations in the after sales area in service along with improving the cost of ownership for the customers with the introduction of service at 15,000 Kms and 2 years warranty on spares. The introduction of Boutiques customer touch points in Delhi, Mumbai and Kolkata has generated a huge word of mouth among the target customer segments. ŠkodaAuto India plans to open a total of 15 such facilities by 2010. ŠkodaAuto India also actively engages its customers and prospects via social media platforms online.

Earlier this month SkodaAuto India introduced the all new Superb 1.8 TSI Petrol in Manual Transmission. It offers 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. With the launch of **Superb 1.8 TSI MT** Skoda is slated to retain its dominance in D segment.

Internationally, SkodaAuto registered a 25% sales growth for the Q1 2010. In **March** alone the firm posted record monthly sales in its history, selling **72,900 vehicles**. The overall sales **for Q1 2010 stood at 178901 cars**. SkodaAuto is one of the fastest growing automobile companies worldwide. The car maker has a strong presence in



**Skoda**Auto India



Central & Western Europe; it is also extremely successful in emerging markets like China and India.

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