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Škoda Superb wins prestigious awards

The new Škoda Superb has won further two prestigious awards - the German 2008 Golden Steering Wheel and the Austrian Großen Österreichischen Automobil-Preis.

The Golden Steering Wheel (Goldenes Lenkrad) is organised by the German-based magazine Bild am Sonntag. The Škoda Superb came top amongst new medium class vehicles, beating altogether six competitors. "The roominess of the interior and the applied materials offer new sensations and new levels of driving comfort, and the individual approach to design makes the Škoda Superb a fascinating car," said Škoda Auto BOD Chairman Reinhard Jung.

The jury made up of automotive journalists and VIPs reviewed multiple parameters, including driveability, roominess, value for money and workmanship quality. The vehicle also received top marks for its elegant looks and well-balanced proportions and scored high points for innovative technologies such as the TwinDoor system, 9 airbags including a knee one for the driver, AFS, etc.

The other prestigious award the vehicle received recently is the Großen Österreichischen Automobil-Preis organised every year by ARBÖ. Experts, VIPs and thousands of readers selected the best and most popular vehicles of 2008 from altogether 36 candidates this year. Combining the convenience and usefulness of a lift-back with the elegance of a sedan, the Škoda Superb won the "Medium" category.

Earlier on, the new Superb won the "2008 Technobest" awarded by the Automotive Journalists Club in the Czech Republic for the TwinDoor system, and became the "Most Beautiful Car" in Poland, the "Best Company Car" in Croatia, the "Car of the Year 2008" in Latvia and the "Company Vehicle of the Year 2008" in Germany.

"These prestigious awards are an important signal that the popularity of Škoda Auto's flagship vehicle is still growing. All the elements we considered important in developing the car are now appreciated by the customers, which confirms that the money invested in development operations has been spent well. The Škoda Superb embodies the values of the Škoda brand – roominess, value for money and the Simply Clever solution", adds Škoda Auto BOD Chairman Reinhard Jung.

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