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FOR IMMEDIATE RELEASE

Premiere of the new Superb at the Tour de France

Škoda Auto will act as the Main Partner of the legendary Tour de France for the fifth time this year. The new Škoda Superb will be presented as the official vehicle of the Tour de France.

The Superb will be used by TdF Director Christian Prudhomme and members of the TdF organisation team, as well as VIP guests. In addition, the new model will play a dominant role in the advertising convoy familiar to fans along the route. The Tour de France will see about 250 Škoda vehicles of all currently available model lines this year.

“Our involvement in cycling and, in particular, the partnership with the Tour de France is part of our long-term strategy, the objectives of which are to team up with the best to increase brand awareness and visibility on one hand, and demonstrate the top-class quality of our products on the other. Cycling is a world-wide phenomenon, a sport participated in by millions of people of all ages and professions, and we want to be where our current and potential customers are and help support this great sport at the same time,” said Martin Lauer, Head of Corporate Communications at Škoda Auto.

Škoda Auto will also act as a partner of a total of seven professional teams this year – team CSC; Euskaltel – Euskadi; Gerolsteiner; Rabobank; Silence – Lotto; team Milram and Credit Agricole; and team Mavic (technical support team).

Since the beginning of its partnership with the Tour de France, Škoda Auto has sponsored the white jersey competition for the Best Under-25 Rider. The agreement signed between Škoda Auto and A.S.O. (Amaury Sport Organisation), the event organiser, will remain in force until 2011.

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