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Sales record for Škoda Auto in 2009

Škoda Auto's total sales for 2009 went up by 1.4 % to 684,226 vehicles, thus achieving the highest figures in the company's history.

The company's sales figures increased primarily thanks to China and the west European markets where sales were strengthened by the introduction of the car-scrappage bonus. In **China** this year Škoda Auto broke the magic barrier of 100,000 cars sold. In total on the market there in 2009 it sold customers 122,556 cars, i.e. 107 % more than in 2008.

The strongest market in western Europe was again **Germany** where there were 190,717 new registrations (year-on-year +57.3 %). Here the company increased its market share from approximately 3.9 % in 2008 to approximately 5 % in 2009. The German car market increased by 23.2 % in 2009.

Another successful market in 2009 was **Finland**. Škoda's share of the Finnish market went up to 6,8 % which is the Czech manufacturer's largest market share throughout western Europe. Overall Škoda vehicles were the fourth most sold cars in Finland.

Compared to last year sales increased on the markets in **France** (+4.3 %), **Austria** (+4.8 %), **Switzerland** (+3.0 %) and **Poland** (+12.7 %). With a drop in the overall market sales saw a significant drop on the east European markets.

The most popular Škoda car in 2009 was the **Octavia** (273,590 cars, i.e. year-on-year +2.4 %). The second most successful model was the Škoda **Fabia** (264,173 cars, i.e. year-on-year +7.1 %). Sales increased the quickest for the flagship model, the Škoda **Superb** (44,548 cars, i.e. year-on-year +73.7 %). Customers showed a lot of interest in the new model, the Škoda **Yeti** (11,018 cars), which has been available to customers since the second half of July, and the Škoda **Superb Combi** (735 vehicles), which has only been on sale on selected markets since December. The company also sold 47,152 cars in its **Roomster** range and 43,745 **Octavia Tour** cars.

"During this difficult time that the global economy is experiencing we have managed to stabilise the company's sales. We have even done better than in 2008. We have been helped by the strategic and rapidly developing Chinese market, also interest from customers in west Europe strengthened by the introduction of the car-scrappage bonus. We have also gambled on a high standard of quality for our products, innovations and an expansion of our range of models. Last year was very diverse. We launched the first Škoda SUV - the Yeti, the combi version of the flagship model, the Superb, a modernised Octavia in the Scout and RS version and, last but not least, the Fabia Scout. We have added the Octavia to the GreenLine ecological range, this can now also be run on LPG compressed gas. In addition we have also begun the complete production of Škoda cars in the Russian town of Kaluga and the Indian town of Pune. According to all the estimates 2010 will be a difficult test. We are placing our hopes for positive development on the models that have been recently launched and other models that will be launched in the new year and on expansion to further developing markets," said **Reinhard Fleger, the member of Škoda Auto's board of directors responsible for sales.**

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