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Škoda Auto extends its partnership with the Tour de France

Škoda Auto has extended its partnership with the legendary cycling race Tour de France by a further four years (2008-2011) and will therefore continue its involvement in top-class cycling that started in 2004.

The partnership agreement was signed with A.S.O. (Amaury Sport Organisation), the organiser of the Tour. By extending its partnership with this prestigious race, Škoda Auto continues supporting cycling that, alongside ice-hockey, is one of the pillars of the Company's sponsorship and communication strategy.

"Our continuing involvement in cycling and especially the partnership with the Tour de France is part of our long-term strategy of teaming up with the best and thus enhancing the brand awareness and visibility on one side while demonstrating first-class quality of our products on the other," said Martin Lauer, Head of Škoda Auto Corporate Communications. "Cycling is a worldwide phenomenon, a sport done by millions of people of all age categories and professions. We want to be where our existing and potential customers are and, at the same time, help support this wonderful sport," adds Martin Lauer.

The partnership with the Tour de France includes support for a number of competitions in France and Belgium organised by A.S.O., such as the well-known spring classic Paris – Roubaix. Thanks to Škoda Auto's foreign-based agencies, the Mladá Boleslav-based car manufacturer has also been involved in the Giro d'Italia since last year.

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