







Škoda Auto

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Type	Private subsidiary of Volkswagen Group
Founded	1895 as Laurin & Klement
Founder(s)	Václav Laurin and Václav Klement
Headquarters	Mladá Boleslav, Czech Republic
Area served	Global (except North America)
Key people	Reinhard Jung Chairman of the Board of Directors Hans Dieter Pötsch Chairman of the Supervisory Board
Industry	Automotive industry
Products	Automobiles
Revenue	▲ €8.5 billion (2007)
Profit	15.94 billion Koruna/\$990 million (2008)
Employees	27,680 (2007)
Parent	Volkswagen Group

Škoda Auto (Czech pronunciation /ˈʃkoda/) is an automobile manufacturer in the Czech Republic. In 1991, it became a subsidiary of the Volkswagen Group. Its sales reached 674 530 cars in 2008.

History

The origins of Škoda go back to the early 1890s where, like many long-established car manufacturers, the company started out with the manufacture of bicycles. It was 1894, and 26-year old Václav Klement, who was a bookseller by trade in Mladá Boleslav, in today's Czech Republic, which was then part of Austria-Hungary, was unable to obtain the right spare parts to repair his German bicycle. Klement returned his bicycle to the manufacturers, Seidel and Naumann, with a letter, in Czech, asking for them to carry out repairs, only to receive a reply, in German, stating: "If you would like an answer to your inquiry, you should try writing in a language we can understand". A disgusted Klement, despite not having any previous technical experience, then decided to start his own bicycle repair shop, which he and Václav Laurin opened in 1895 in Mladá Boleslav. Before going into business partnership with Klement, Laurin was an already established bicycle manufacturer from the nearby town of Turnov. In 1898, after moving to their newly-built factory, the pair bought a Werner "motorcyclette", which was produced by French manufacturer Werner Brothers. Laurin & Klement's first motorcyclette (which was powered by an engine mounted on the handlebars driving the front wheels) proved dangerous and unreliable — an early incident on it cost Laurin a front tooth. To design a safer machine with its structure around the engine, the pair wrote to German ignition specialist Robert Bosch for advice on a different electromagnetic system. The pair's new Slavia motorcycle made its debut in 1899. In 1900, when the company had a workforce of 32, Slavia exports began, with 150 machines shipped to London for the Hewtson firm. Shortly afterwards, the press credited them as makers of the first motorcycle. The first model, Voiturette A, was a success and the company was established both within Austria-Hungary and internationally. By 1905 cars were being produced by the firm. During the First World War Škoda was engaged in war production. After WWI it began producing trucks, but in 1924, after running into problems and being hit by a fire, the company sought a partner. As a result it merged with **Škoda Works**, the biggest industrial enterprise in Czechoslovakia. Later production was under the Škoda name. After a decline during the economic depression, Škoda was again successful with models such as the *Popular* in the late 1930s. During the World War II Occupation of Czechoslovakia, the Škoda works was turned into part of *Hermann Göring Werke* serving the German World War II effort.

Subsidiary of Volkswagen Group

The Velvet Revolution brought great changes to Czechoslovakia, and most industries were subject to privatisation. In the case of Škoda Automobile, the government brought in a strong foreign partner. Volkswagen was chosen in 1990 and in April, 1991, Škoda became the fourth brand of the Volkswagen Group. VW was pitted against French car maker Renault, who lost because its strategic plan did not include producing high value models in the Czech factories: the Renault Twingo city car was set to be produced in the Škoda factories. At the time the decision was made, privatization to a major German company was somewhat controversial. The subsequent fortunes of other Eastern-Bloc automobile manufacturers such as Lada-AutoVAZ , and of Škoda works itself, once *Škoda auto's* parent company, could be argued to suggest that this was not necessarily a poor decision. Backed by VW expertise and investments the design — both style and engineering — has improved greatly. The 1994 model Felicia was still based on the floorpan of the Favorit, but quality improvements helped and in the Czech Republic the car was as popular as it was value for money. The subsequent models *Octavia* and *Fabia* finally made their way to the demanding European Union markets. They are built on common Volkswagen Group floorpans. The latest Octavia is based on Golf Mk5 floorpan, and Fabia is based on the A0 floorpan. This is interesting, as it came out a year before VW released the new Polo that was also based on it.

The perception of Škoda in Western Europe has changed completely. As technical development progressed and attractive new models were brought to market, Škoda's image was initially slow to improve. In the UK, a major turnabout was achieved with the ironic "*It is a Škoda, honest*" campaign, which was started in the early 2000s. In a 2003 advertisement on British television, a new employee on the production line is fitting Škoda badges on the car bonnets. When some

attractive looking cars come along he stands back, not fitting the badge, since they look so good they *cannot be Škodas*. This market campaign worked by confronting Škoda's image problem head-on — a tactic which marketing professionals regard as high risk. Before the advertising campaign, it was common to hear tour guides in Bratislava making jokes about the Škoda, saying "How do you double the value of a Škoda? Fill up the gas tank!" If the Fabia and Octavia had been anything less than excellent cars, the campaign might have backfired badly. By 2005, Škoda was selling over 30,000 cars a year in the UK, a market share of over 1%. For the first time in its UK history, a waiting list developed for deliveries by Škoda. Škoda owners in the UK have consistently ranked the brand at or near the top of the J.D. Power customer satisfaction survey during the 2000s. Škoda now has several manufacturing and assembly plants, including one in Sarajevo, Bosnia and Herzegovina. Škoda also has an assembly plant in the city of Aurangabad, in the western Indian state of Maharashtra which was established in 2001 as Škoda India Private Ltd. In 2006, Škoda presented its brand new model Roomster, which is a small MPV with a unique design, which reflects future trends. At the end of December 2006, Škoda also released the first official pictures of the new Fabia, a model that would replace Fabia in 2007. Later in 2008, Škoda released the first pictures of the facelifted Octavia. Featuring new headlights, front grill/bumper as well as a slightly restyled rear and interior. The revised car also features a new selection of engines including the 1.4 TFSI and new common rail diesel engines. A new concept car was presented at the Paris Auto Show in September 2006. The concept was called Joyster, and is a three-door compact car intended especially for young people. Volkswagen AG's Australian arm, VGA (Volkswagen Group Australia), recently announced that they would be returning Škoda to the Australian car market in October, 2007. Before that date, Škoda vehicles were last sold in Australia in 1983. Currently the Octavia, Roomster and Superb are available in Australia, at this stage VGA have stated they will only bring the Fabia onto the Australian market if they are able to price it, to undercut the Volkswagen Polo. It is rumored that a version from the Brazilian Volkswagen Gol NF will be a new base model for **Škoda** in Europe.

History of sells

Model	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Škoda Felicia	288 458	261 127	241 256	148 028	44 963	-	-	-	-	-	-	-
Škoda Fabia	-	-	823	128 872	250 978	264 641	260 988	247 600	236 698	243 982	232 890	246 561
Škoda Octavia	47 876	102 373	143 251	158 503	164 134	164 017	165 635	181 683	233 322	270 274	309 951	344 857
Škoda Superb	-	-	-	-	177	16 867	23 135	22 392	22 091	20 989	20 530	25 645
Škoda Roomster	-	-	-	-	-	-	-	-	-	14 422	66 661	57 467
Sum	336 334	363 500	385 330	435 403	460 252	445 525	449 758	451 675	492 111	549 667	630 032	674 530

Motorsport

Following a long history of class victories in lower levels of motorsport, Škoda became a participant in the FIA World Rally Championship in the 1999 season, with World Rally Car models of the Škoda Octavia. Škoda's best result with the Octavia WRC was Armin Schwarz's third place at the 2001 Safari Rally. From late 2003, the Octavia was replaced by the smaller Škoda Fabia. Škoda used the 2004 season to develop the car further but did not achieve much success the following season. However, at the season-ending Rally Australia, the 1995 world champion Colin McRae was running second before retiring. Škoda then withdrew from the series, and the 2006 season saw Škoda represented by the semi-official Red Bull Škoda Team. Jan Kopecký drove the Fabia WRC to fifth place at the Rally Catalunya, and as late as the 2007 Rallye Deutschland, the Fabia still achieved a fifth place result, again in the hands of Kopecký.

Models

1900s

- Laurin & Klement A (1905-1907)
- Laurin & Klement B (1906-1908)
- Laurin & Klement C (1906-1908)
- Laurin & Klement D (1906-1907)
- Laurin & Klement E (1906-1909)
- Laurin & Klement B2 (1907-1908)
- Laurin & Klement C2 (1907-1908)
- Laurin & Klement F (1907-1909)
- Laurin & Klement FF (1907)
- Laurin & Klement FC (1907-1909)
- Laurin & Klement HO/ HL/HLb (1907-1913)
- Laurin & Klement BS (1908-1909)
- Laurin & Klement FCS (1908-1909)
- Laurin & Klement G (1908-1911)
- Laurin & Klement DO/DL (1909-1912)
- Laurin & Klement FDO/FDL (1909-1915)
- Laurin & Klement EN (1909-1910)
- Laurin & Klement FN/GDV/RC (1909-1913)
- Laurin & Klement FCR (1909)
- Laurin & Klement L/LO (1909-1911)

1910s

- Laurin & Klement ENS (1910-1911)
- Laurin & Klement K/Kb/LOKb (1911-1915)
- Laurin & Klement LK (1911-1912)
- Laurin & Klement S/Sa (1911-1916)
- Laurin & Klement DN (1912-1915)
- Laurin & Klement RK (1912-1916)
- Laurin & Klement Sb/Sc (1912-1915)
- Laurin & Klement M/Mb/MO (1913-1915)
- Laurin & Klement MK/400 (1913-1924)
- Laurin & Klement O/OK (1913-1916)
- Laurin & Klement Sd/Se/Sg/Sk (1913-1917)
- Laurin & Klement Ms (1914-1920)
- Laurin & Klement Sh/Sk (1914-1917)
- Laurin & Klement T/Ta (1914-1921)

1930s

- Škoda 633 (1931)
- Škoda Popular (1934)
- Škoda Rapid (1934)

1940s

- Škoda Tudor (1946-1952)
- Škoda Superb 4000

1950s

- Škoda 1200 (1952-1956)
- Škoda 440/445 (1955-1959)
- Škoda 1200|Škoda 1201 (1956-1961)
- Škoda Octavia (1959-1964)
- Škoda Felicia (1959-1964) Convertible

1960s

- Škoda Octavia Combi (1961-1971)
- Škoda 1202 Combi (1961-1973)
- Škoda Felicia convertible (1959-1964)
- Škoda MB1000/1100 (1964-1969)
- Škoda 1203 (1967-1981)
- Škoda Winnetou (only prototype in 1968)
- Škoda 100/110 (1969-1977)

1970s

- Škoda 110R Coupé (1970-1980)
- Škoda 1100 GT (1970)
- Škoda Super Sport 'Ferat Vampir RSR' (1971)
- Škoda 120S Rallye (1971-1974)
- Škoda 105/120/125 (1976-1990)
- Škoda 130 RS (1977-1978)

- Laurin & Klement Si/Sl/Sm/So/200/205 (1916-1924)
- Laurin & Klement Md/Me/Mf/Mg/Mh/Mi/Ml/300/305 (1917-1923)

1920s

- Laurin & Klement MS/540/545 (1920-1923)
- Laurin & Klement – Škoda 545 (1924-1927)
- Škoda 422 (1929)

1980s

- Škoda Garde (1981-1984)
- Škoda 130/135/136 (1984-1990)
- Škoda Rapid (1984-1990)
- Škoda Favorit (1987-1995)

1990s and 2000

- Škoda Felicia (1994-2001)
- Škoda Octavia - first generation - (1996-2004)
- Škoda Fabia - first generation - (1999-2007)
- Škoda Superb - first generation - (2002-2008)
- Škoda Roomster - (2006)
- Škoda Yeti - (2009)

Current models

- Fabia 2007 - (Second Generation) (Supermini)
- Octavia/Laura 2004 - (Second Generation)(Small family car)
- Roomster/Praktik 2006 - (Leisure activity vehicle)
- Superb 2008 - (Second Generation) (Large family car)
- Yeti 2009 (Mini SUV) Fabia Super (2007)
- Joyster (2006)
- Yeti II (2006)
- Yeti (2005)
- Roomster Concept (2003)
- Tudor (2002)
- Fabia Paris Edition (2002)
- Ahoj (2002)
- Felicia Golden Prague (1998)
- 783 Favorit Coupé (1987)





















SIMPLY CLEVER



The new **Škoda** Yeti



SIMPLY CLEVER



The new **Škoda** Yeti



SIMPLY CLEVER



The new **Škoda Yeti**



SIMPLY CLEVER



The new Škoda Fabia
LOVE AT FIRST DRIVE



SIMPLY CLEVER



Škoda Fabia Scout



