



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

Page 1 of 3

IIHF Ice Hockey World Championship in Slovakia: ŠKODA featured on the ice as the official main sponsor for 27th time

- › As the mobility partner, the carmaker is supporting the World Championship organisers with a fleet of 50 vehicles, most notably the SUV models KODIAQ and KAROQ
- › For the first time ever, a new ŠKODA model celebrates its world premiere at the Ice Hockey World Championship: ŠKODA presents its comprehensively revised flagship SUPERB
- › ŠKODA AUTO continues to extend its world record for the longest sponsorship of a world championship at the IIHF tournament in Bratislava and Košice

Mladá Boleslav, 10 May 2019 – For the 27th time in a row, ŠKODA AUTO will be the official main sponsor of the IIHF Ice Hockey World Championship, which is held this year from 10 to 26 May in Bratislava and Košice. The brand is extending its world record for the longest sponsorship of a world championship. As the official main sponsor of the IIHF Ice Hockey World Championship 2019 in Slovakia, ŠKODA is using the stage for a world premiere for the first time: The Czech automaker will be presenting the comprehensively revised ŠKODA SUPERB, the brand's flagship, on the day of the quarter-finals, 23 May. As the official mobility partner, ŠKODA will be providing the organisers with 50 vehicles, this time mainly the SUV models KODIAQ and KAROQ.

Alain Favey, ŠKODA AUTO Board Member for Sales and Marketing, explains: "ŠKODA is combining tradition with the future in an extraordinary way at this year's IIHF Ice Hockey World Championship. We have made history with our many years of successful sponsorship. The fact that we are now combining our World Championship appearance with the world premiere of a new model for the first time underscores the importance of this event for our brand."

Eight years after the Ice Hockey World Championship in Slovakia, the International Ice Hockey Federation (IIHF) is returning to this nation of ice hockey fans. The world's top 16 national teams will be competing from 10 to 26 May. The venues are the Slovnaft Aréna in the capital, Bratislava, and the Steel Aréna in Košice.

ŠKODA will be under the spotlight at each of the 64 games. For example, the car manufacturer's logo will be featured on the boards and the ice at the arenas. In addition, the Czech brand is placing three model highlights next to the rink – the city SUV ŠKODA KAMIQ, the new compact model ŠKODA SCALA and the high-performance SUV KODIAQ RS. This way, ŠKODA will reach a vast audience, as the global television and online broadcasts of the Ice Hockey World Championship will be watched by more than one billion hockey fans this year.

On May 23, the quarter-final matchday, ŠKODA will be presenting the world premiere of the modernised SUPERB with a much sharper profile. As the flagship of the ŠKODA model range, the SUPERB, whose history dates back to the 1930s, offers the brand's latest innovations in design, technology and functionality.



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

Page 2 of 3

ŠKODA is the best-selling car brand in the host country Slovakia. In 2018, the manufacturer delivered 21,900 vehicles to customers in the region, with the most popular models being the FABIA, OCTAVIA and RAPID.

Sponsor and mobility partner for more than a quarter of a century

ŠKODA has been supporting the IIHF Ice Hockey World Championship as a mobility partner since 1992. The automaker has been the official main sponsor since 1993. This is the longest main sponsorship in the history of world sports championships – officially recognised as a Guinness World Record. The brand celebrated the 25th anniversary of this partnership in 2017.

Each year, ŠKODA provides the organisers with an attractive and reliable fleet of vehicles. This year the fleet consists of 50 ŠKODA vehicles, especially the popular SUV models KODIAQ and KAROQ.

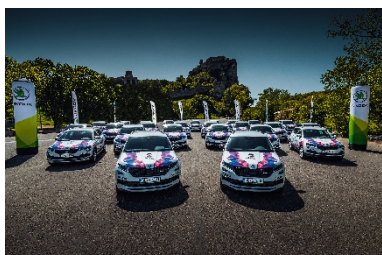
ŠKODA is also the exclusive partner of the IIHF app, which offers hockey fans exciting background stories and interesting statistics. Thanks to the live ticker, which features a goal alert, users will not miss any of the action. Also, users can predict the outcome of the game in the betting game and share it with friends. The IIHF app is available for Android and iOS operating systems.

For more information:

Tomáš Kotera
Head of Corporate Communication
tomas.kotera@skoda-auto.cz
T +420 326 811 773

Zdeněk Štěpánek
Spokesperson for Sales, Finance and Business
zdenek.stepanek3@skoda-auto.cz
T +420 326 8 11771

Media images:



IIHF Ice Hockey World Championship in Slovakia: ŠKODA featured on the ice as the official main sponsor for 27th time

ŠKODA has been providing vehicle fleets to the organisers of the IIHF Ice Hockey World Championships for 28 years. This year, the championship fleet consists of 50 ŠKODA vehicles, most notably the popular SUV models KODIAQ and KAROQ.

[Download](#)

Source: ŠKODA AUTO



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

Page 3 of 3



ŠKODA

ŠKODA AUTO brand logo

Current brand logo of the car manufacturer ŠKODA AUTO since 2016.

[Download](#)

Source: ŠKODA AUTO

ŠKODA AUTO

- › was founded during the pioneering days of the automobile in 1895, making it one of the longest-established automobile companies in the world.
- › currently offers its customers nine passenger-car series: the CITIGO, FABIA, RAPID, SCALA, OCTAVIA, KAROQ, KODIAQ, as well as the KAMIQ and the SUPERB.
- › delivered more than 1.25 million vehicles to customers around the world in 2018.
- › has belonged to Volkswagen Group since 1991. The Volkswagen Group is one of the most successful vehicle manufacturers in the world. In association with the Group, ŠKODA AUTO independently develops and manufactures vehicles, as well as components such as engines and transmissions.
- › operates at three locations in the Czech Republic; manufactures in China, Russia, Slovakia, Algeria and India mainly through Group partnerships, as well as in Ukraine and Kazakhstan with local partners.
- › employs over 39,000 people globally and is active in more than 100 markets.
- › is pressing ahead with the transformation from a traditional car manufacturer to the 'Simply Clever company for the best mobility solutions' as part of the ŠKODA 2025 Strategy.

ŠKODA Media Services

media@skoda-auto.cz



FROM DETAILS TO STORY
skoda-storyboard.com

 Follow @skodaautonews