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ŠKODA shows historic vehicles at classic car events in China

- › Popular events provide an ideal platform to showcase the company's 124-year history
- › ŠKODA models win numerous 'Special Section Champion' prizes at Top City Classic Rally China
- › ŠKODA OCTAVIA: bestseller celebrates 60th anniversary in 2019; more than 1.3 million sold in China alone

Mladá Boleslav, 30 September 2019 – ŠKODA vintage cars are catching the eye of an ever-growing audience at historical tours and rallies in China. The Czech carmaker has been taking part in such events since 2014 in its largest single market, presenting selected models from its 124-year history. [In September, ŠKODA took part in two prestigious events at the 'Top City Classic Rally China' with the ŠKODA 422, OCTAVIA, OCTAVIA COMBI and FELICIA models.](#) A tour took place near the southern Chinese city of Shenzhen; the other event led participants through the Huangshan Mountains in the east of the People's Republic. The ŠKODA models won numerous prizes in the 'Special Section Champion' category, including the 'Historical Revival Award' and the 'Classic Contributor Award'.

"We are delighted to receive these awards for ŠKODA at this year's Top City Classic Rally China. Our classic models are very popular at vintage car events in China and enjoy the support of Chinese car enthusiasts," emphasises Dr Ralf Hanschen, President of ŠKODA China. "This year, we celebrated the 60th anniversary of our iconic ŠKODA OCTAVIA by taking part in various events, including this rally. Having already delivered 1.3 million units to Chinese customers, the OCTAVIA is our most successful model in China, too."

The 'Top City Classic Rally China' is the first regional classic car event held according to international standards. The two independent sections of the contest take place during the first and second weekends of September. ŠKODA is one of the brands taking part from the start. In 2014, at the first run of the event, the traditional brand thrilled classic car fans with a Laurin & Klement 300 and a ŠKODA FELICIA, both winning their respective categories.

This year, the classic cars first drove through Shenzhen; the southern Chinese metropolis with 12 million inhabitants is one of the fastest-growing cities in the world. After a one-week break, the following stage led the drivers through the 'Yellow Mountains' in the Huangshan range. Against the backdrop of the UNESCO World Heritage site, the historic ŠKODA vehicles not only made an outstanding visual appearance; with the 'Historical Revival Award' and 'Classic Contributor Award', they also won prestigious prizes and were honoured as 'Special Section Champions'.

ŠKODA highlighted the topic of the OCTAVIA's 60th anniversary with a light blue notchback and a red estate model. The latter body variant was added to the series in 1960 and quickly became a bestseller and export hit for the automaker: ŠKODA exported the popular OCTAVIA COMBI to several dozen countries around the world. Its modern counterpart is now manufactured in China. The timelessly elegant FELICIA convertible, which is also celebrating its 60th anniversary, has also traditionally stood alongside the participants in the 'Top City Classic Rally China'. The ŠKODA 422, built between 1930 and 1934, recalls the era 90 years ago when efficient production-line manufacturing started in Mladá Boleslav. It was the basic model of the former product range: Its



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1.2-litre four-cylinder engine at the time provided an output of 22 hp; the open-top FELICIA produced up to 55 hp.

Vintage cars are enjoying increasing popularity in China. For the car manufacturer from Mladá Boleslav, the historic events serve as an ideal platform to present the brand as well as milestones from its 124-year history. ŠKODA was represented in China as early as the 1930s, operating five local dealerships by 1936. In 2007, the brand re-entered the Chinese market. Since 2010, the People's Republic has been the car manufacturer's largest single market: one in every four ŠKODA vehicles goes to a customer in China. The brand has delivered more than 2.6 million automobiles in the region since 2007,

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Historic ŠKODA vehicles grace classic car events in China

ŠKODA highlighted the topic of the OCTAVIA's 60th anniversary with a light blue notchback and a red estate model.

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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.

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