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SIMPLY CLEVER

PRESS RELEASE

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ŠKODA wins “SMARTBEST 2019” award for its new Digital Assistant Laura

- › Jury members from 31 countries focus praise on ŠKODA’s in-house development of Laura
- › ŠKODA KAMIQ takes third place in “Best Buy Car of Europe in 2020” category

Mladá Boleslav, 14 February 2020 – High honours for new ŠKODA “team member” Laura: ŠKODA AUTO representatives have accepted the “SMARTBEST 2019” award for the new digital assistant in Mainz, Germany. Automotive journalists from 31 European countries chose ŠKODA’s advanced voice control system for the top spot, out of a shortlist of ten candidates. The jury considers Laura the innovation of the year in the field of in-car interaction between the driver and an artificial intelligence. In addition, the ŠKODA KAMIQ claimed third place in the key “Best Buy Car of Europe in 2020” category at the annual European AUTOBEST awards.

ŠKODA’s new Digital Assistant Laura is perfectly in tune with the European AUTOBEST organisation’s commitment to promoting the development of new and easy-to-use in-car technologies. This advanced voice control system also understands natural speech, thus allowing particularly fast and convenient access to many different vehicle functions. Drivers are free from the constraint of having to use predetermined commands and phrases and can activate the system simply by saying “Okay, Laura!” without having to press an additional button or touch control pad. One aspect the jury was particularly impressed with is the fact that Laura was developed in-house by ŠKODA engineers, without relying on software from technology companies. Laura is already available with the ŠKODA SCALA, KAMIQ and SUPERB iV model series and will soon also feature in the new ŠKODA OCTAVIA.

A spot on the podium for the ŠKODA KAMIQ city SUV

In addition, the ŠKODA KAMIQ took third place in the “Best Buy Car of Europe in 2020” category. It combines hallmark SUV benefits such as increased ride height and an elevated seating position with the agility of a compact car and an emotive design. Moreover, the city SUV’s advanced assistance and infotainment systems, hallmark ŠKODA spaciousness and numerous Simply Clever ideas make it a favourite with families as well as lifestyle-oriented customers.

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Media image:



“SMARTBEST 2019” award for Digital Assistant Laura – ŠKODA KAMIQ takes third place in “Best Buy Car of Europe in 2020” category

ŠKODA’s new Digital Assistant Laura was honoured with the European AUTOBEST organisation’s “SMARTBEST 2019” award during their annual presentation. The new ŠKODA KAMIQ city SUV claimed third place in the key “Best Buy Car of Europe in 2020” category.

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Source: ŠKODA AUTO

ŠKODA AUTO

- › is this year celebrating 125 years since the company was founded during the pioneering era of the automobile in 1895, making it one of the longest-established car manufacturers in the world.
- › currently offers its customers nine passenger-car series: the CITIGO, FABIA, RAPID, SCALA, OCTAVIA and SUPERB as well as the KAMIQ, KAROQ and KODIAQ.
- › delivered 1.24 million vehicles to customers around the world in 2019.
- › 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 and India mainly through Group partnerships, as well as in Ukraine and Kazakhstan with local partners.
- › employs approximately 42,000 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.