



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

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Mobility that inspires: ŠKODA launches global campaign for the iV e-mobility sub-brand

- › ‘Recharge Life’ focuses on the value of individual mobility and increasing people’s quality of life through the iV ecosystem
- › Key message of the multimedia campaign: electric mobility at ŠKODA iV is surprising, people-oriented and practical

Mladá Boleslav, 3 September 2020 – ‘Recharge Life’: Under this banner ŠKODA AUTO is launching a worldwide marketing campaign relating to the car manufacturer’s entry into the age of electric mobility. The campaign focuses on the special moments people experience thanks to individual mobility. Using evocative images and slogans, the multimedia campaign presents the practical electric vehicles of the e-mobility sub-brand ŠKODA iV, introduces the model range and generates enthusiasm for the new ŠKODA ENYAQ iV.

Surprising, practical and “Simply Clever” – this is electric mobility “made by ŠKODA”. It makes everyday life easier and more pleasant. This increase in quality of life and freedom is also the focus of “Recharge Life”. The Czech car manufacturer’s new global marketing campaign will serve as a platform for communications related to the ŠKODA ENYAQ iV and at the same time will play a supporting role in ŠKODA AUTO’s general marketing communications.

Marc-Andreas Brinkmann, Head of Marketing at ŠKODA AUTO emphasises: “‘Recharge Life’ focuses on people and addresses emotional topics such as family, love, adventure, joy, trust and community. This approach is the unifying feature of all marketing activities within the framework of ŠKODA AUTO’s first integrated campaign for the e-mobility sub-brand ŠKODA iV. We will actively promote ‘Recharge Life’ both online and through all other communication channels.”

For example, [one of the evocative commercials](#) suggests that light-heartedness, simplicity and fun are often neglected in today’s increasingly complicated life. This is exactly where the ŠKODA iV models open up new possibilities: They create moments that transcend everyday life and remain in our memories. The claims in the print advertisements are similar: They call on people to trust their instincts, enjoy interactions offline and follow their heart instead of a hashtag – in this way the ŠKODA iV models contribute to increasing the quality of life.

In addition to the ENYAQ iV, ‘Recharge Life’ also promotes the iV versions of the ŠKODA OCTAVIA. This will be available, among others, as the OCTAVIA RS iV, featuring a plug-in hybrid drive with a maximum output of 180 kW (245 hp), which delivers the dynamic performance typically associated with an RS.

The ŠKODA ENYAQ iV is the Czech car manufacturer’s first series-production vehicle based on the Volkswagen Group’s Modular Electrification Toolkit (MEB). In terms of design, the brand’s first electric SUV offers new possibilities in terms of interior layout and even more space for passengers and luggage while maintaining compact dimensions. At the same time, the ENYAQ iV boasts an emotive design and offers a sustainable yet fun driving experience with a range of up to 500 kilometres in the WLTP cycle.



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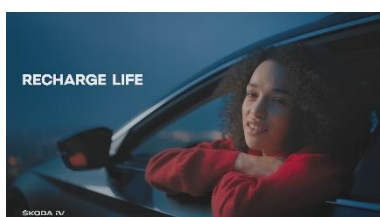
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Further information:

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

Simona Havlíková
Spokesperson for Sales, Finance and Business
simona.havlikova@skoda-auto.cz
T +420 326 811 771

Video and media images:

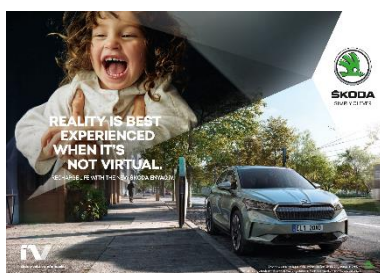


Video: Mobility that inspires: ŠKODA launches global campaign for the iV e-mobility sub-brand

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Source: ŠKODA AUTO

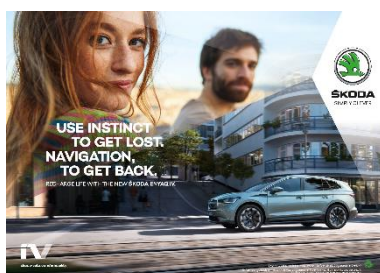


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ŠKODA AUTO

- › 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, KAROQ, KODIAQ, as well as the KAMIQ and the SUPERB.
- › 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, Algeria and India mainly through Group partnerships, as well as in Ukraine and Kazakhstan with local partners.
- › employs over 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.