

Škoda Auto extends partnership with IIHF Ice Hockey World Championship after 30 years as the Official Main Sponsor

- › **The 87th IIHF Ice Hockey World Championship will be held in Finland and Latvia from 12 to 28 May 2023**
- › **Škoda Auto has been the Official Main Sponsor of the event since 1993 and will remain so until at least 2027 after extending the agreement**
- › **The carmaker is providing the organisers with 45 vehicles, the majority being electric and plug-in hybrids, and will be presenting its new brand identity**
- › **To celebrate the 2023 IIHF WM, fans and visitors can also experience the event virtually and win a trip to the Final through Škodaverse**

Mladá Boleslav, 4 May 2023 – Škoda Auto has continually supported the IIHF Ice Hockey World Championship as the Official Main Sponsor since 1993. As ice hockey is a national passion in Czechia, the IIHF WM is an integral part of Škoda's involvement in the international sports scene. The car manufacturer is providing a fleet of 45 vehicles, the majority of which are all-electric or plug-in hybrids, to the organisers of the tournament, which is taking place from 12 to 28 May 2023 in the Finnish city of Tampere and the Latvian capital, Riga.

Martin Jahn, Škoda Auto Board Member for Sales and Marketing, says, “Škoda and ice hockey go hand in hand. We have been the Official Main Sponsor of the Ice Hockey World Championship for 30 years, and last year we extended this special partnership until 2027. The upcoming event is the perfect stage for us to showcase our new brand identity and current electric models. Fans in the stands can look forward to exclusive features in the Škodaverse: Under the banner 'Explore the action', they will be closer to the game than ever.”

Longstanding sponsorship

From 12 to 28 May 2023, the world's top 16 national teams will go head-to-head at the 2023 IIHF Ice Hockey World Championship in the Finnish city of Tampere and the Latvian capital, Riga. Škoda Auto has supported the IIHF Ice Hockey World Championship as a mobility partner since 1992. The following year, the carmaker became the Official Main Sponsor. In 2022, the partnership contract was extended for five years until 2027.

Škoda Auto presents new brand identity and provides vehicle fleet to organisers

In keeping with tradition, the Škoda logo will feature prominently in the centre circle of the ice rink, the stand boards and other places around the arenas.

However, this year the look will be much different than in previous years as the brand presents its new brand identity at the 2023 IIHF Ice Hockey World Championship. This is not only expressed in the new pictogram and wordmark but also in the new brand strategy, which will be highlighted by product and brand presentations in and around the stadiums. Škoda will be presenting the Enyaq Coupé RS iV in the iconic Mamba Green and the Enyaq RS iV in Phoenix Orange on the ice rink in Tampere, while spectators in Riga will get to see the Enyaq Coupé Sportline iV in Phoenix Orange and the Octavia Combi RS iV in Mamba Green. In addition, the car manufacturer is positioning its electric models in the Škoda Fan Zones within the event's Official Fan Zones.

What's more, cars kitted out in full World Championship style will be seen on the streets of the Host Cities. Of the 45 vehicles shuttling the organisers, practically all are plug-in hybrid or electric models, such as the Enyaq iV, the Enyaq Coupé iV and the Enyaq Coupé RS iV 4x4. They are all branded in Emerald or Electric Green colours and bear the logos of Škoda Auto as the Official Main Sponsor of the 2023 IIHF Ice Hockey World Championship.

Experience even more with Škodaverse

During the tournament, Škoda Auto will be introducing the spectators to Škodaverse, which was launched in 2022. Fans at home and in the stadiums will be able to experience the world of ice hockey through virtual 3D reality. This creative approach aims to strengthen the connection between ice hockey enthusiasts and the Škoda brand, with the Škodaverse concept rolled out under the banner 'Explore the Action'.

Škodaverse offers an array of exciting features: games, interactions with other visitors using custom Škoda avatars, an NFT gallery and much more. The NFT tokens create a unique goalie helmet that represents the cultural heritage of each participating nation. The initial design was created using artificial intelligence and then realised using 3D visualisation techniques. The designers set out to create unique masks that goalkeepers would not normally have the opportunity to wear, while celebrating the distinct cultural heritage of each country. Among the highlights is a virtual reproduction of the actual fan zone in Tampere. Once the tournament begins, users can also claim unique tokens and even be in for a chance of winning a trip with tickets to the Ice Hockey World Championship Final in Tampere. To take part, fans can log into Škodaverse and enter the competition. More information is available on the [Škoda Storyboard](#).

2023 IIHF app powered by Škoda

This year, Škoda Auto is the exclusive partner of the 2023 IIHF app, which offers ice hockey fans exciting background reports and interesting statistics. The live ticker with goal alert also keeps supporters in on the action. In addition, users can guess the match outcomes and share

their predictions with friends. The app is available in several languages and for both [Android](#) and [iOS](#).

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Media images



Škoda Auto is the Official Main Sponsor of IIHF Ice Hockey World Championship for the 30th year running

Škoda will be providing the organisers with 45 vehicles for the tournament, the majority of which will be plug-in hybrids and electric models from the Enyaq iV and Octavia series.

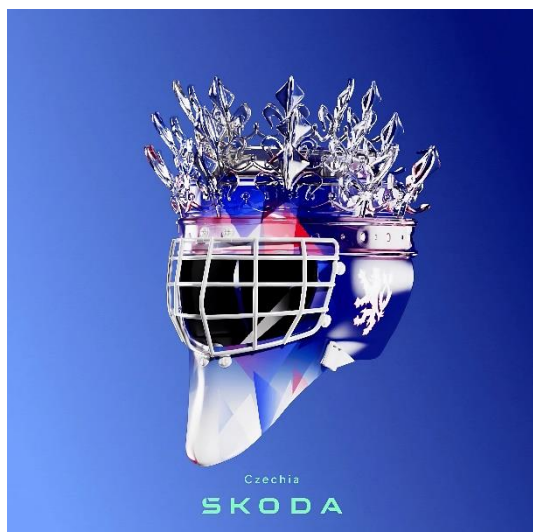
Source: Škoda Auto



Škoda Auto is the Official Main Sponsor of IIHF Ice Hockey World Championship for the 30th year running

The cars kitted out in full World Championship style will be seen on the streets of the Host Cities. They are all branded in Emerald or Electric Green colours and bear the logos of Škoda Auto as the Official Main Sponsor of the 2023 IIHF Ice Hockey World Championship.

Source: Škoda Auto



Virtual Škodaverse world offers a host of attractive features including the NFT token gallery

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Source: Škoda Auto

Škoda Auto

- › is successfully steering through the new decade with the Next Level – Škoda Strategy 2030.
- › aims to be one of the five best-selling brands in Europe by 2030 with an attractive line-up in the entry-level segments and additional e-models.
- › is emerging as the leading European brand in important growth markets such as India or North Africa.
- › currently offers its customers twelve passenger-car series: the Fabia, Rapid, Scala, Octavia and Superb as well as the Kamiq, Karoq, Kodiaq, Enyaq iV, Enyaq Coupé iV, Slavia and Kushaq.
- › delivered over 731,000 vehicles to customers around the world in 2022.
- › has been a member of the Volkswagen Group for 30 years. The Volkswagen Group is one of the most successful vehicle manufacturers in the world.
- › independently manufactures and develops not only vehicles but also components such as engines and transmissions in association with the Group.
- › operates at three sites in the Czech Republic; has additional production capacity in China, Russia, Slovakia and India primarily through Group partnerships, as well as in Ukraine with a local partner.
- › employs 45,000 people globally and is active in over 100 markets.