

Škoda releases expanded 'Offers' app: Discounts and special deals now available in eight markets

- › In-car app delivers discounts and special deals at petrol stations, restaurants, hotels, shops, and the Škoda Auto e-shop
- › The service is available for nearly all current models equipped with the latest-generation Amundsen or Columbus infotainment systems
- › Promotions are offered by external partners or Škoda Auto directly

Mladá Boleslav, 21 August 2023 – Škoda Auto has expanded its in-car infotainment 'Offers' app. Now available in eight markets, the free app offers over 100 discounted items. These range from refreshments and meals to travel and car care, all directly accessible from the user's vehicle. In addition, special deals are included from the Škoda Auto e-shop. With the rollout of version 5.1, the app's offerings have broadened to cover a host of services. 'Offers' is compatible with all current vehicles equipped with the latest-generation Amundsen and Columbus infotainment systems.

Free access to an extensive range of promotions in eight countries

The 'Offers' app reinforces Škoda's commitment to enhancing the driving experience through innovative solutions and convenient on-the-go access. While on the road in a Škoda car, various services and products at discounted prices are just a few clicks away – including free cups of coffee. The 'Offers' in-car app uses the infotainment display to show and provide access to these discounts, which are customised to the country or region the vehicle is passing through. The app is available free of charge in the **Fabia, Scala, Kamiq, Octavia, Karoq, Superb and Kodiaq** equipped with the latest generation of the Amundsen or Columbus infotainment systems. The 'Offers' app has now been released in eight markets: **the Czech Republic, Slovakia, Germany, Poland, Austria, the UK**, and most recently **Spain and Finland**.

Seamless experience: quick access and easy redemption

Accessing the 'Offers' app is as simple as tapping the % icon. Once users have agreed to the terms and conditions and approved their email address, they can browse and select various offers in the app. After choosing a particular offer, users can explore the partner's website via a QR code or retrieve their unique discount code. This is sent to the approved e-mail address and can also be found in the Messages section of the MyŠkoda app. The discount code can either be scanned by the partner company's staff at the point of payment or entered during the online purchasing process. Even those without an onboard profile, such as renters who do not have the MyŠkoda app, can still take advantage of the offers. However, these users will find the offers are not personalised, and the details of the respective discount can only be viewed by scanning the QR code on the infotainment screen.

Diverse offerings at your fingertips – from refreshments and tourist services to rentals

With the latest update to version 5.1, the app's scope has broadened to include more than 100 items at reduced prices, including refreshments, meals, travel, and car care, along with other services. These offerings are provided by external partners or directly from Škoda; the brand's e-shop lists car maintenance products, discounted tyre sets, air-con cleaning services, and more. The portfolio is consistently expanding. For example, the Prague Visitor Pass, normally only obtainable from information centres, is now available with a 10% discount for tourists visiting the Czech capital. In addition, Škoda users in the Czech Republic and Slovakia have the opportunity to hire an Enyaq at a special rate for weekend trips and test drives. Individual services and availability are subject to the terms and conditions of each partner.

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Škoda infotainment app 'Offers': Further extended range of discounted products in now eight markets

Škoda Auto has expanded its in-car infotainment service 'Offers'. Now available in eight markets, the free app offers over 100 discounted items, ranging from refreshments and meals to travel and car care, all directly accessible from the user's vehicle. Additionally, special deals are included from the Škoda Auto e-shop.

Source: Škoda Auto



Škoda infotainment app 'Offers': Further extended range of discounted products in now eight markets

The promotions are offered by external partners or Škoda directly, such as the brand's e-shop that lists car maintenance products, discounted tyre sets, air-con cleaning services, and more. The portfolio is consistently expanding.

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, Enyaq Coupé, 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 MEB battery systems, engines and transmissions in association with the Group.
- › operates at three sites in the Czech Republic; has additional production capacity in China, Slovakia and India primarily through Group partnerships, as well as in Ukraine with a local partner.
- › employs over 40,000 people globally and is active in over 100 markets.