

## **Škoda Auto Achieved A New Sales Record In 2010**

*Exciting times for Skoda as double-digit new car sales growth across the globe reaches up to 40 percent in key markets.*

January 12, 2011 (FPRC) -- In 2010, Škoda Auto achieved the best sales result in the history of the company. With 762,600 sold vehicles (2009: 684,200), the brand increased its sales 11.5 percent and cracked the threshold of three quarters of a million sold vehicles for the first time.

Prof. Dr. h.c. Winfried Vahland, the chairman of the board of Škoda Auto, assessed the good result as an important step within the framework of the growth strategy of the company.

'In 2010, Škoda has given an outstanding performance. In almost all markets, we have had significant growth and increased our market shares. Again, our sales have risen at a double-digit pace. In the most important growth markets, our growth rates are above 40 percent even. Within the framework of the Škoda growth strategy, we will shift into an even higher gear in the coming years. Until 2018, we want to at least double our worldwide sales. In order to do so, we will clearly expand the Škoda model range and strengthen the activities on the international markets.'

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--ABOUT SKODA--

Laurin and Klement, the two Czech designers who began the Škoda journey way back in 1895, would be very proud of Škoda today. As one of the fastest growing car companies in Europe, Škoda has built a reputation for quality design, reliability and safety.

People are at the heart of everything Škoda does, and for the past 13 years, Škoda has made the top 5 every year in the JD Power Customer Satisfaction survey. Last year, it reached second place, second only to Lexus. Explaining why 98% of our UK customers are more than happy to recommend Škoda to a friend, and why the UK is calling Škoda their Manufacturer of Happy Drivers.

For more information about new cars by Skoda or to contact your nearest Skoda car dealer take a look at the Skoda website. Skoda is very proud of their safe, quality cars and continues to win awards for the Skoda Superb Wagon, a great family car.

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