



ŠkodaAuto India Inaugurates Online Sales Project in association with Carwale.com

**Super offer on the super hatch – Save upto Rs.50,000/- on the
select models of Škoda Fabia**

Visit: www.Škoda-auto.co.in

Mumbai, October 22nd, 2009: Buying a new Škoda is now just a click away. ŠkodaAuto India, a fully owned subsidiary of ŠkodaAuto a.s. Czech, today announced the launch of their “Fabia online sales project” in association with India’s leading automotive website, CarWale.com.

It would be the first of its kind in the country, where 3 variants of the Škoda Fabia Super hatch namely Active 1.2, Classic 1.2 and Classic 1.4 can now be booked over the internet at any time and from any place. The main objective is to make the car buying a hassle free and a haggle free experience by providing complete and transparent information while also streamlining the buying process.

Mr. Thomas Kuehl, Board Member, Sales & Marketing, ŠkodaAuto India, said, “Škoda has always believed in providing the most innovative products and services to our customers. Our association with CarWale.com is the first of its kind in India giving Online Sales a new dimension with our Superhatch - the Škoda Fabia. This online process will help in streamlining customer acquisition costs and the benefits will be passed onto the customer. The project is a pilot for us, we are experimenting with this innovative idea and hope that this will bring customer friendly changes to the automotive market in India.

Mr. Thomas Kuehl further added “‘Touch & Feel’ and ‘Sales & Service’ are the key elements in a vehicle purchase process. We are complementing the online sales with the offline channel and both will work hand in hand. The test drive will be done at the dealerships or at a customer preferred location, while





booking will be done Online. The customer will have the option of buying the insurance online and also applying for a loan. Dealerships - Sales, Service and Spares - form an integral part of our business and we are confident that the Dealership support will complement the initiative in achieving success with this pilot project.

Sharing his delight **Mr. Mohit Dubey CEO Carwale.com** said, "As India's most preferred auto destination, it's our responsibility at CarWale to constantly innovate and stay ahead of the curve. We are excited to have Škoda Auto as our partner and offer a superior buying experience to the consumer. I'm sure its success will offer a perspective for more effective car retail in India, through online research and decision making. CarWale.com will provide extensive resources and support to the Škoda online consumers, allowing them to conduct market research and compare prices, connect with finance and insurance companies and receive premium service at their doorstep. "

Škoda and CarWale.com are commemorating the Festive period with this offer which will be valid for a limited period only.

About ŠkodaIndia: Škoda has been operating in India since November 2001 as a subsidiary of ŠkodaAuto a.s. Czech Republic (Volkswagen Group), one of the fastest growing car manufacturers in Europe. It has set up a state-of-the-art manufacturing facility in Shendra near Aurangabad, Maharashtra. The facility is spread across 300,000 sq. mt. **ŠkodaIndia** has 4 models on sale in India – Škoda Superb, Škoda Octavia, Škoda Laura and Škoda Fabia. Škoda Auto India has a network of **62 dealerships** across the country and has sold **over 76,268 units** since November 2001.

Škoda Auto India Official Website: www.Škoda-auto.co.in

