



## SkodaAuto India posts record sales growth of 43% in June, 2010

**Mumbai- July 1<sup>st</sup>, 2010:** SkodaAuto India, a fully owned subsidiary of SkodaAuto a.s., Czech Republic and one of the most promising automobile companies in India, today announced a sales growth of **43%** for the month of June 2010 over the same period last year. SkodaAuto India's total sales for **June 2010** stood at **1638 units** against **1145 units** in **June 2009**.

SkodaAuto India sales for the first half of 2010 (Jan-June'10) stood at an impressive **68%** growth as compared to the same period last year. The company sold a total of **9814 units** from January to June 2010 as against **5840 units** for the same period last year. All the Skoda models have improved in their market share as compared to last year. Skoda Superb has been outperforming the D segment with almost 30% market share and has maintained the No. 1 position since its market introduction.

	2009	2010	% change
June	1145	1638	43%
Jan - June	5840	9814	68%

SkodaAuto's sales growth has been indicating an upward trend from the very beginning of 2010.

Speaking on the achievement **Mr. Thomas Kuehl, Board Member, Sales and Marketing, SkodaAuto India** said "Our commitment to quality and superior technology has enabled consumers to see value in our offering and that is evident from the growth figures for the first half of 2010. We are delighted to see this growth and extremely positive about continuing this growth trend. At SkodaAuto, we are constantly engaging with our customers and looking to enhance their experience through after sales and customer care. We are at a threshold of a very exciting period, as in addition to the existing fleet we will be entering new product categories and launch new cars. Our objective has always been to offer the best 'money for value' proposition across each category along with the SkodaAuto promise of roominess, solid built & safety."

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**Mr. Ashutosh Dixit, Senior General Manager, Sales and Marketing, Skoda Auto India** commented “Our expansion strategy and solid dealer network has supported our growing sales and helped us cater to the increased demand. At SkodaAuto there is a conscious effort to ensure that the customer experience is enhanced during the after sales period. In line with our commitment to customers, we organized a ‘**Pre-Monsoon Campaign**’ at all Skoda dealerships across India ensuring a safe and hassle free driving experience for all Skoda lovers this monsoon”

For Skoda enthusiast in the interiors of India, SkodaAuto has initiated a month long “Fabia Float Campaign”. A float displaying Skoda Fabia and a test drive car will travel across the interiors of various states such as Maharashtra, Gujarat and Punjab. This makes the Skoda Fabia freely available for potential customers in these states for a test drive in their own streets.

Internationally, SkodaAuto is one of the fastest growing automobile companies worldwide. The car maker has a strong presence in Central & Western Europe; it is also extremely successful in emerging markets like China and India.

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**About SkodaIndia:** Skoda has been operating in India since November 2001 as a subsidiary of **SkodaAuto** 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. **SkodaIndia** has 3 models on sale in India – Skoda Superb, Skoda Laura and Skoda Fabia. Skoda Auto India has a network of **63 Dealerships** and **4 Boutique showrooms** across the country and has sold **over 90373 units** since November 2001.

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