



**For Immediate Publication**

**SkodaAuto India achieves record sales growth of 98% in October 2009**

**Mumbai, 02 November, 2009:** SkodaAuto India, a fully owned subsidiary of SkodaAuto a.s., Czech Republic, today announced a **record of 98% growth** in sales for the month of October 2009 over October 2008. SkodaAuto India's total sales for October, 2009 stood at **1753 units as against 887 units** in October, 2008.

Speaking on the increase in sales figures for the month of October, **Mr. Thomas Kuehl, Board Member, Sales and Marketing, SkodaAuto India** said "We have witnessed a high double-digit jump of 58% in sales in the last 3 months (August – October) over the same period last year. **The Skoda Superb has surpassed the sales number of 336 cars in October '09, the highest ever since the launch of superb in India.** The sales figures for Skoda since the launch of the all new Skoda Superb and the New Laura this year have surpassed our expectations. We are expecting the momentum will continue to see a much stronger response to our products and services and help drive growth in our sales in the coming months."

**Mr. Thomas Kuehl** further added "Online shopping in India has been gaining importance day by day. Due to dearth of time and tedious ways of traditional shopping, customers are increasingly seeking the convenience of shopping from their home. Keeping in mind the customer profile we have launched "Fabia online sales project" to make car buying a hassle free and a haggle free experience by providing complete and transparent information while also streamlining the buying process with the combination of online and offline activities. We believe that the Fabia online sales project has been a part of success for Fabia and in the past 2 months we have doubled our sales figures over last year in the same period."

Since the Launch of the New Superb in March 2009, the superb has strengthened its position and is outperforming in the premium D segment. In the month of October 2009, the all New Superb has reached the sales figures of 336 units - the highest monthly figures since its Launch. The Skoda Superb had 22.8% Segment share in period January - September 2009 as against 5.4% Segment share in January - September 2008, **registering a growth of over 332% in this segment.**

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Adding on the performance **Mr. Ashutosh Dixit, Sr. General Manager, Sales & Marketing, SkodaAuto India** said “We are pleased to see such robust growth for all our products and services, which reflects the customer’s growing confidence in Skoda day by day.”

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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 4 models on sale in India – Skoda Superb, Skoda Octavia, Skoda Laura and Skoda Fabia. Skoda Auto India has a network of **62 dealerships** across the country and has sold **over 78021 units** since November 2001.

Skoda Auto India Official Website: [www.skoda-auto.co.in](http://www.skoda-auto.co.in)

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