



For Immediate Publication

ŠkodaAuto India achieves Strong Sales growth of 53% in September '09

Mumbai, October 1, 2009: SkodaAuto India, a fully owned subsidiary of SkodaAuto a.s., Czech Republic, today announced a strong growth of 53 % in sales for the month of September 2009 over September 2008. SkodaAuto India total sales for September, 2009 stood at 1854 units as against 1213 units in September, 2008. The company's 1854 units sold in September 2009 marked an encouraging increase on the 1463 units sold in the month of August 2009.

Speaking on the increase in sales figures in the domestic market/on the strong September sales figures **Mr. Thomas Kuehl, Board Member, Sales and Marketing, ŠkodaAuto India** said "We are extremely delighted with the significant growth in sales this September resulting from the phenomenal response of our large base of loyal customers. We are optimistic that the 2009 festival season will continue to see a much stronger response to our products and services and help drive growth in our sales in the coming months. The encouraging September sales figures demonstrate that ŠkodaAuto India's commitment to leading technology, and superior quality and service resonates with our Indian customers, growing the bond we share with them day-by-day."

SkodaAuto India total sales for September, 2009 stood at 1854 units as against 1213 units in September, 2008 showing a strong growth of 53%.

The Skoda Superb, which offers the ultimate 7 star experience to customers sold 257 units, had 22.6% Segment share in period January - August 2009 as against 5.6% Segment share in January - August 2008, **registering a growth of over 330% in this segment.** The Škoda Octavia & the New Škoda Laura also continue to rank among the hottest selling cars in the C+ segment in India with a combined sales figure of **684 units** in September 2009.

Adding on the performance **Mr. Ashutosh Dixit, Sr. General Manager, Sales & Network Development, ŠkodaAuto India** said "Strengthening our dealer base will play a vital role in continuing to enhance the Škoda Customer Care experience. Our expansion strategy is to create a strong authorized dealer network





in India to support our growing sales and ensure adequate support for all sales and service functions. We will increase our presence to 65 outlets by the end of 2009.”

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.

Skoda Auto India Official Website: www.skoda-auto.co.in

