



Škoda scores a perfect 10 with The New Laura

~ The New Laura to offer perfect 10/10 driving experience ~

~ Top socialites, models and artists charm the launch event with their presence ~

Mumbai, India, 20th May '09: Škoda India, a fully owned subsidiary of Škoda Auto a.s. Czech Republic (Volkswagen Group), one of the fastest growing car manufacturers in Europe, today announced the launch of **The New Laura** at an enchanting theatrical and musical launch event. Exhibiting a robust and dynamic exterior design and luxurious interiors, the car truly blends beauty with power and economy to offer a perfect 10/10 driving experience.

The New Laura is available in 3 variants; 1.8 TSI in Ambiente, 1.9 TDI PD in Ambiente & Elegance, and 2.0 TDI PD in L&K.

The Škoda Laura is recognized for its new engine technology, excellent safety and comfort features and good performance. Perfect handling, directional stability and enhanced braking ability have always been the hallmark of every Škoda automobile and are mirrored in the new Laura as well. Soaring high on the design, safety, security, comfort, and convenience aspects, The New Laura accelerates on the same track assuring the customers a perfect 10/10 driving experience.

The New Skoda Laura
10/10 Drive!

Best in Class:

1. Design
2. Safety
3. Performance
4. Comfort
5. Convenience
6. Storage & Stowage
7. Engine Technology
8. Transmission
9. Fuel Efficiency
10. Engine, Transmission & Trim options.

Speaking at the occasion, **Mr. Thomas Kuehl, Board Member, Sales & Marketing, ŠkodaAuto India** said, "We are proud to present the 3 variants of The New Laura, which assures the customers a Perfect 10/10 driving experience. ŠkodaAuto India has achieved tremendous success since its inception in India and we are looking forward to achieve many more milestones with the support of our valued Indian customers. We have received encouraging reports on the recent launch of Škoda Superb with our customers embracing the all new Skoda Superb qualities of design, safety, comfort and state of the art technology. With the launch of the new Laura we are extending these qualities once again making it the best in its class."

"With the New Laura we will reinstate our supreme position in the C+ segment and aim at increasing our segment share by penetration into smaller cities and towns in India for which we are also expanding

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our dealer network and infrastructure to 65 points by this year end with authorized outlets in Trichy, Salem and Haldwani”, added **Mr. Ashutosh Dixit, General Manager, Sales & Network**

Development, SkodaAuto India.

Available in Arctic Breeze, Candy White, Diamond Silver, Black Magic and Cappuccino Beige colours, the variants are priced at:

(in Rs.)	Ex - Delhi	Ex-Maharashtra	Ex-Chennai	Ex-Kolkata
1.8 TSI Ambiente	12,98,767	12,67,711	12,96,645	13,07,257
1.9 TDI Manual Ambiente	13,30,681	12,98,999	13,28,559	13,39,171
1.9 TDI Automatic Ambiente	14,03,102	13,70,000	14,00,979	14,11,591
1.9 TDI Manual Elegance	14,69,844	14,35,434	14,67,721	14,78,333
1.9 TDI Automatic Elegance	15,40,801	15,05,000	15,38,678	15,49,290
2.0 TDI Automatic L&K	17,55,440	17,15,541	17,53,317	17,63,929

The launch event witnessed a spectacular musical extravaganza presented by **Shahriyar Atai, Dean Gregory, Ella Atai, Kyla D’souza and Amogh Pant**. The musical show artistically presented **The New Laura’s perfect 10/10 experience**. Czech Consul General Ms. Eva Drdrkova, celebrities from the silver screen and corporate honchos added spice to the event with their presence.

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 – Skoda Superb, Skoda Octavia, Skoda Laura and Skoda Fabia. Škoda Auto India has a network of **61 dealerships** across the country and has sold **over 68,000 units** since November 2001.

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

