



## For Immediate Publication

### ŠkodaAuto India achieves record sales growth of 33% in August '09

~The New Laura & Superb outperform the competition in the C+ and D segments respectively ~

**Mumbai, September 1, 2009:** ŠkodaAuto India, a fully owned subsidiary of ŠkodaAuto a.s., Czech Republic, today announced that the company achieved record sales of **1463 units** in the month of August 2009. With this figure ŠkodaAuto India registered **33% growth** in sales as compared to **1103 units** sold in August 2008. The company secured the **No. 1 position** for combined sales in **C+ and D Segments** for the month of August 2009, ahead of all other car manufacturers in these segments in India.

The Škoda Octavia & the New Škoda Laura proved to be the hottest selling cars in the C+ segment in India with a sales figure of **627 units** in August 2009. Maintaining its superb run and giving a 7 star experience to our customers, the new **Škoda Superb secured the No. 1 position in the D segment in India** with sales figures of **276 units** in August 2009. The Skoda Superb had 21.7% Segment share in Jan - July 2009 as against 5.8% Segment share in Jan- July 2008 **registering a growth of over 274% in this segment.**

The C+ segment in India comprises of cars such as the Honda Civic, Toyota Altis, Škoda Octavia, Škoda Laura, Chevrolet Optra, Volkswagen Jetta and Mitsubishi Cedia. The D segment in India includes the Hyundai Sonata, Honda Accord, Škoda Superb, Toyota Camry, Volkswagen Passat and Nissan Teana.

Speaking on the achievement **Mr. Thomas Kuehl, Board Member, Sales and Marketing, ŠkodaAuto India** said "We are very happy with the success of our all New Skoda Superb and the new Skoda Laura. Our combined leading position in the C+ & D segments is a result of the new engine options and choice of variants introduced through our two new launches – the Superb & the Laura as well as the expansion of our dealer network in the country. We have also received a good response to the 2 years extended warranty on Skoda genuine spare parts and Skoda genuine accessories from the customers and the dealerships further strengthening the position in the market. The growth trajectory reflects ŠkodaAuto's commitment towards India through our leading technology, superior built-quality and valuable services which enhance the ownership experience for our customers. The sales figures mirror the strong bond Škoda shares with its customers, and it's only growing stronger."





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**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 74,400 units** since November 2001.

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

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