



2014年6月19日，斯柯达中国在捷克共和国驻华大使馆举办2014斯柯达品牌日北京站活动。来自斯柯达汽车捷克总部、斯柯达中国、上海大众斯柯达品牌的代表以及全国68位媒体朋友齐聚一堂，探讨斯柯达汽车的全新设计理念、产品的车型攻势、以及未来在中国的战略规划，并共同享受了丰盛的斯柯达汽车的故乡——捷克的文化盛宴。

On June 19th, 2014, ŠKODA China held the 2014 ŠKODA Day at the Embassy of the Czech Republic in Beijing. Representatives from ŠKODA AUTO headquarter in Czech Republic, ŠKODA China, SVW ŠKODA brand and 68 media friends nationwide gathered together to discuss ŠKODA's new design language, model offensive, its strategy plan in China and enjoyed rich cultural feast of Czech Republic, the homeland of ŠKODA.



5月份刚刚迎来第九个月销量持续增长的斯柯达汽车，用稳健的业绩为公司2018战略的实现进一步奠定了基础。公司史上规模最大的车型攻势强势推进，表明拥有超过百年历史的斯柯达是一个不断发展的品牌。在品牌全球最大的单一市场中国，斯柯达汽车正携手上海大众大力开展车型攻势，扩大本地产能。斯柯达中国总裁韩麦安先生（Mr. Andreas Hafemann）表示：“中国是2018发展战略的重要支柱。全新设计语言和强劲的车辆攻势将帮助我们进一步提升品牌形象，并为中国消费者提供更多元化、更具斯柯达独特设计风格的车型选择。”

With this May the ninth month in a row of continuous growth, ŠKODA is pushing forward its 2018 strategy. The promotion of the largest-scale model offensive in corporate history proves once again that ŠKODA with its more than 100 years of tradition and history is a brand on the move. In China, the strongest individual market for ŠKODA in the world, ŠKODA has joined hands with Shanghai Volkswagen for the model offensive and the expansion of local production. Mr. Andreas Hafemann, President of ŠKODA China said, "China is an important pillar of the company's 2018 development strategy. The new design language and robust model offensive will help us to further improve ŠKODA's brand image and provide more diversified vehicle model choices with a more evident and unique ŠKODA design to Chinese customers."

在一百多年的品牌发展历程中，高设计的要求是斯柯达汽车一贯坚持的造车理念。在此次斯柯达品牌日活动上，斯柯达汽车传播部负责人冯檀博先生（Mr. Peik von Bestenbostel）向在场媒体和嘉宾详细阐释了品牌全新设计语言及未来设计方向，强调了斯柯达对工艺、精准、高性价比以及情感张力的不懈追求，同时突出了品牌设计DNA以及独有的产品辨识度。会后，斯柯达汽车高层与5位资深媒体人进行了小范围的交流，就品牌在华影响力如何进一步扩大进行了深入的探讨。

During the century-long development of its brand, ŠKODA has always built on the concept of products with high design standards. At this ŠKODA Day, Mr. Peik von Bestenbostel, Head of Communications of ŠKODA AUTO, introduced to media friends and guests ŠKODA's new design language and future design development of the brand. He emphasized ŠKODA's unremitting pursuit for craft, precision, value and emotions, and laid stress on design DNA and recognition of the brand.



斯柯达多年来一直以传播捷克光辉历史为己任，此次活动特别设置了捷克文化展示区域。从捷克经典乐曲，到富有民族特色的捷克美食和精美的波希米亚水晶饰品，再到大家耳熟能详的卡通《鼹鼠的故事》，媒体们多方面深入体验了捷克的深厚文化底蕴。此外，活动专程从捷克邀请到著名女高音歌唱家玛可塔·玛特洛娃（Markéta Mátlová）现场表演，一曲中文版的《茉莉花》引发全场击掌合唱，可谓中捷友好的最佳注脚。

ŠKODA has always regarded the promotion of Czech culture as part of its mission, and the ŠKODA Day also features a Czech Republic cultural presentation area, where media friends enjoyed Czech classical music, Czech national cuisine, delicate Bohemian crystal, and Krtek cartoon that Chinese audience are very familiar with, feeling the culture of Czech Republic. In addition, Markéta Mátlová, a famous Czech soprano has been invited to sing the song Jasmine Flower in Chinese, which vividly explained the depth and nature of China - Czech friendship.

斯柯达品牌深植于捷克文化的沃土，本次品牌日活动也特意选在捷克共和国驻华大使馆举行。作为捷克民族工业的卓越代表，斯柯达与捷克驻华大使馆及捷克驻上海领事馆在音乐、时尚设计、教育等诸多方面展开合作，捷克共和国驻华大使利博尔·塞奇卡先生（Libor Sečka）也连续第四年选择斯柯达车型作为公务用车。斯柯达汽车与中国的每一次接触，都为中捷合作和交流增添新的注脚。相信中国的斯柯达车主，亦能通过他优雅宽敞的座驾去感受捷克的迷人文化。“捷克共和国驻华大使馆副馆长诺子博先生（Mr. Zbynek Noha）表示。

ŠKODA is firmly rooted in the fertile cultural soil of the heartland of European car industry in the Czech Republic, and deliberately chose the Embassy of the Czech Republic in Beijing to hold the ŠKODA Day. As an outstanding representative of Czech industry, ŠKODA is now cooperating with the Embassy of the Czech Republic in Beijing and the Czech Consulate General in Shanghai in the fields of music, fashion design, education and many others. Besides this, Czech ambassador to China Mr. Libor Sečka has chosen ŠKODA Superb as his official vehicle for the fourth consecutive year. Mr. Zbynek Noha, Minister Counsellor of the Embassy of the Czech Republic in Beijing commented, "Through every contact with China ŠKODA injects new vitality into China - Czech cooperation and communication. I believe that ŠKODA clients in China can also sense the charming culture of the Czech Republic through the elegance of driving ŠKODA cars."



会场内还设置了媒体互动游戏区。由于斯柯达与自行车运动密不可分，因此我们特设了迷你环法竞速竞赛，媒体和嘉宾纷纷跨上自行车一试身手。成绩最佳的优胜者还获得了由韩麦安先生亲自颁发的斯柯达折叠自行车一辆。而T恤彩印和车模涂色环节中，大家更是充分发挥想象力，用缤纷的色彩设计出属于自己的全新斯柯达Octavia。

The ŠKODA Day also provided interactive programs for media friends. The mini Tour de France contest, which promoted ŠKODA's close link with cycling attracted many to ride and compete. The winner who achieved the best result was awarded with a ŠKODA bicycle by Mr. Andreas Hafemann, President of ŠKODA China. Meanwhile, the T-shirt design and Octavia model design corners offered precious opportunity for media friends to give free rein to their imagination and design their own New ŠKODA Octavia.



斯柯达（中国）
ŠKODA China