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ŠKODA SUPERB

A NEW ERA


DELIUS KLASING

A NEW ERA

ŠKODA SUPERB



Š K O D A S U P E R B



A N E W E R A

**A PASSION
FOR THE EXCEPTIONAL**

The name Superb has to be earned.
Never before has the design of a ŠKODA automobile been subject
to such high standards. The result is a truly unique car





6
EDITORIAL

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Chairman of the Board of Management, on the new Superb

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ŠKODA SUPERB

A
NEW ERA

6 The new ŠKODA Superb is something special for ŠKODA and for our entire team. The history of ŠKODA is full of great cars. We are delighted to once again build on this tradition today with our new flagship and to be able to present to you the third generation of the ŠKODA Superb.

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L This model, the ŠKODA Superb, has always been the benchmark for our brand's power and performance. ŠKODA is one of the world's oldest car companies. Based in the Czech Republic, our roots lie in the pioneering days of the motor car. From the very start, the people of ŠKODA have been passionate in their dedication to cars. The brand's skill and expertise are based on 120 years of tradition and experience in automotive manufacturing, the skilled craftsmanship and engineering of the Bohemian and Czech industrial sectors, the experience of a top team, and the power of the Volkswagen Group.

“Only the best is good enough for our customers.
Our job is to apply that standard to our era.”



As you can see, we look back on a rich history. Over the past 20 years, the company has gone from being a niche player to being a volume manufacturer of mid-priced cars that is active in more than 100 markets. During this time, ŠKODA has developed a model range that today features seven model families and more than 40 different cars. The model range starts with city cars and goes all the way up to upper mid-range vehicles.

Our brand and our cars are synonymous with functionality, roominess, excellent technology, practical “simply clever” details, timeless elegant design, and good value for money. Between 2010 and 2015, ŠKODA actively implemented the most sweeping model offensive in the brand's history. By 2015, the entire model range had been overhauled and expanded. The new ŠKODA Superb is the culmination of this offensive.

Until now, ŠKODA cars have mainly been seen as sensible. ŠKODA will remain dedicated to the main core values behind this image: roominess and functionality. In addition, the design, value, and emotional appeal of our cars will be given new significance. This is why we unveiled the ŠKODA VisionC show car at the Geneva Motor Show in early 2014, a car that bears witness to the brand's design expertise and emotional power. ŠKODA's design is evolving, becoming more modern, fresher, and more visible.

In doing so, ŠKODA is expanding its horizons. We aim to make high-quality cars that are at the top of their respective segments, without neglecting the foundation on which our brand is built. Our goal is to offer the best cars in their fields while showing the world our brand's value, history, and focus on the future, and making it more appealing. We are proud of our cars, and we would like to share this feeling with our customers.

As part of the model offensive, not only did ŠKODA start using the Volkswagen Group's Modular Transverse Matrix platform (known as the MQB), we also introduced a new technical standard. Thanks to this step, ŠKODA offers state-of-the-art automotive technology that is among the best in the world. Our overall model range now reflects more sophisticated standards of technology, design, functionality, and internationality. And our customers agree: in 2014, ŠKODA sold over 1 million cars in a single year for the first time.

With the new ŠKODA Superb, ŠKODA is now taking a crucial next step. This car will top everything we have ever done before and blazes the path that our brand will take in the future. As promised in the ŠKODA VisionC show car, this vehicle revolutionises the ŠKODA design idiom the world has come to know: sophisticated, expressive, dynamic, independent. At the same time, the new ŠKODA Superb represents a giant technological leap forward. By the way, the new ŠKODA Superb is the first car to build on the grand tradition of ŠKODA's pre-war vehicles as part of the current model offensive. Back in the 1930s and 1940s, ŠKODA Superb saloon cars were true standouts. We see this tradition as a responsibility. Our founding fathers, Václav Laurin and Václav Klement, were motivated by the philosophy that “only the best is good enough for our customers.” This philosophy remains at the heart of everything we do. Our job is to transpose it into our era.

The entire ŠKODA team is therefore proud to be able to unveil the new ŠKODA Superb. It shows the world where ŠKODA stands today, provides evidence of the brand's design and engineering expertise, and makes it clear that we will continue vying for the chance to lead the industry. A little more than 20 years after ŠKODA restarted its ascent to the top as a niche player within the Volkswagen Group, the brand has cemented its place in the high-volume global automotive market. We know that our customers' demands have grown more sophisticated. That is why we intend to keep them loyal and win over new customers with ŠKODA cars that keep getting better and better. Our positive ŠKODA values remain the basis for everything we do. That is our promise. What is new is a significantly more dynamic, modern, and emotionally appealing design philosophy, plus new qualities when it comes to comfort and the driving experience. This combination aims to make sure that a ŠKODA is always something special, no matter what class it is in. And this promise applies in particular to our flagship: the new ŠKODA Superb.

Prof. Winfried VAHLAND
Chairman of the Board of Management, ŠKODA AUTO a.s.

Chapter 1

THE SUPERB





SPOTLIGHT
ON
THE FUTURE

AUTHENTIC, DYNAMIC, PASSIONATE -
THE NEW SUPERB UP CLOSE

EMOTION

The third-generation Superb is a saloon packed full of eloquence, precision, and passion



A close-up, high-angle shot of a car's roofline and window frame. The car is a light color, possibly silver or white, and the window is dark. The lines are clean and precise, emphasizing the car's design.

PERFECTION

Passion for quality: meticulous manufacturing and finish
make the new Superb a cut above



AUTHORITY

The form of the new Superb underlines its dynamic character

UNIQUE STYLE

The new Superb has a sleek and sophisticated design.
But still has those rough edges





ELOQUENCE

The new Superb stands for poised elegance, well-balanced proportions,
and a striking surface composition

ARTISTIC TOUCH

Crystalline elements reminiscent of the Czech glass-working industry are worked into every last detail and form a common element



ELEGANCE AND DYNAMISM

The new architecture gives the new Superb an authentic,
powerful, and emotional presence





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THE APPEARANCE OF THE NEW SUPERB IS
BASED ON A DESIGN CONCEPT
THAT EXPRESSES THE EMOTIONS OF
THE ŠKODA BRAND

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Chapter 2

DESIGN



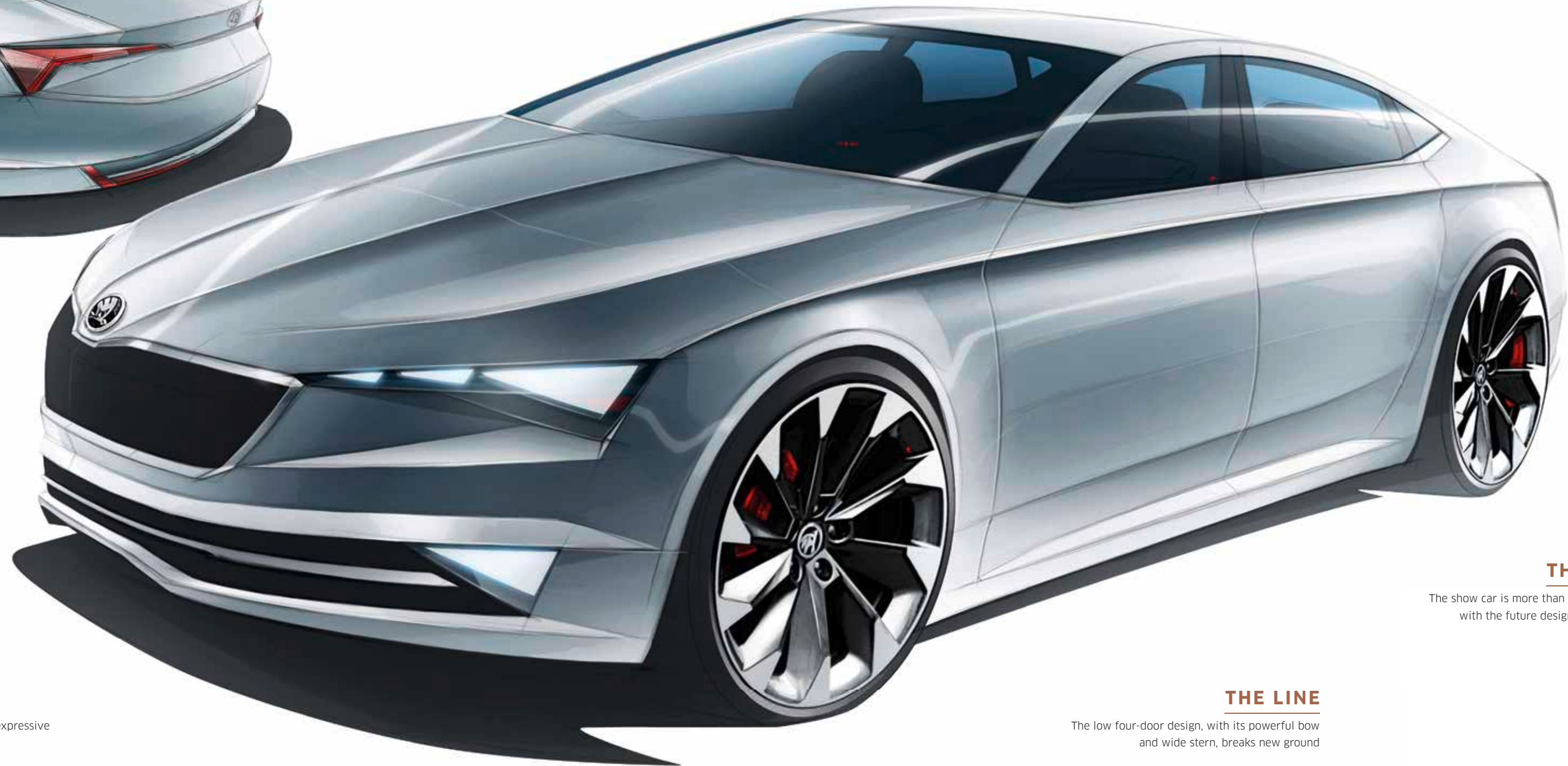
THE VISION

“In the VisionC show car, we did a lot to ensure that we remained sensible.”

Jozef KABAŇ

THE LIGHTS

The main headlights and fog lamps have a triangular form, reflecting the expressive style of the front end



THE SHAPE

With its high waistline, sculpted bonnet, and low windscreen, the coupé show car is muscular and dynamic

THE FUTURE

The show car is more than a vision - it is in line with the future design language of ŠKODA

THE LINE

The low four-door design, with its powerful bow and wide stern, breaks new ground



A STATEMENT GIVEN SHAPE

THE DESIGN OF THE NEW SUPERB EXUDES
AUTHORITY. IT PUTS TRENCANT EMPHASIS ON THE
SIZE OF THE VEHICLE AND POINTS TOWARDS THE
FUTURE OF THE ŠKODA BRAND. AND WITH ITS
DESIGN, THE NEW SUPERB HAS USHERED IN A NEW
ERA AT ŠKODA

Text
Jürgen LEWANDOWSKI
Photography
ŠKODA AUTO a.s.

In principle, design is nothing more than giving shape to a statement. At the same time, however, design also says more about a company or product, about its self-confidence, than might be supposed at first glance. This is true of the new ŠKODA Superb, which has emerged as an exceptional vehicle that reveals a lot about its Czech creator.

“Our eyes are always our scouts when it comes to seeing something new – be it a bread roll, a piece of furniture, a person, or a car,” says Jozef Kabaň, head of ŠKODA’s design department in Mladá Boleslav. He is, of course, aware of what this fact means: “When we see a woman or a man for the first time, our initial impression of the person is formed through our eyes, spontaneously. Everything else comes later. If the person is attractive and makes me feel as though I would like to get to know him or her, the rest is relatively simple. You smile, approach the person, introduce yourself, say a few words, receive a response – then the dialogue begins, or perhaps not.” Cars elicit the same game: “If the vehicle piques my interest, I take a closer look at it. Otherwise, I move on.”

The form of a vehicle is the first statement about the product

It is a process that is deeply rooted within us, and one that is constantly repeated. If there is a lack of attraction, the opportunities to strike up a conver-

sation are more complicated and significantly limited, and this is where it turns into work. You are forced to find reasons and come up with arguments in order to signal to your counterpart with wit and charm, or an avowedly large ego: when you associate with me, you gain something.

Seen from that perspective, initial contact with the new Superb is more than merely a pleasant encounter. The new top model openly and confidently displays its attractiveness, saying: “Look at me! I want to surprise and excite you!” The design idiom that Kabaň and his team have discovered is both commanding and nuanced. The car sends a clear message: “I am elegant and sophisticated, but I have corners and edges, too – though only in places where you find them attractive. I am proud as well, as I will show you and the whole world that I come from one of the oldest car manufacturers on the planet. I combine tradition and the future. Together, we will make a great pair.”

Design and cars have always been inextricably linked. Dream cars have forever enjoyed their status as design icons. Yet there have also been times when just the technology alone in a new car has possessed that magical allure to attract customers to the dealer, times when rational aspects have drawn them in. In such cases, customers were looking for safety made from steel, modern drive systems that maintained tight control over all wheels, or they hoped to be seduced by direct injection systems. It was these technological strengths that convinced people they had made the right decision. However, many of these major features are taken for granted nowadays on account of the fact that they are available practically everywhere and in every model. On their own, they are no longer enough to secure a purchase; rather, they have become prerequisites for one. This development in turn has given design a whole new significance, which provides incentive for creative types. These minds are the ones to add character and emotional depth to the car and make it desirable. Ideally, the decision to purchase a vehicle is a done deal as soon as a customer lays eyes on the new model.

The vehicle’s form provides the first statement about a product, a brand, and its qualities. Is it supple, smooth, and soft? Is it precise? Does it have edges and corners? Is it bold or reserved? The outer shell is the messenger in that first moment. It demonstrates – as is the case with the Superb – devotion to perfection. It promises an ideal melange of aesthetics, technology, and quality.

That is why design is a statement – it speaks to your feelings and, just through its form, answers all those questions you might have. Jozef Kabaň, upon being given the task in February 2008 to bring fresh momentum to ŠKODA, a brand rich in tradition, has now discovered a fascinating basis for accomplishing this: “Not only is the company one of the oldest automotive brands in the world, in the 1930s, it also introduced aesthetic and technological innovations that influenced the entire industry at the time. And ŠKODA – even during the socialist period – created exceptionally sought-after vehicles that generated worldwide demand.” Kabaň looks out across the workshops, his voice once again becoming louder: “Mladá Boleslav has always had proud, passionate workers who are familiar with the latest technologies. After the end of the East-West divide, nobody here needed to be retrained. ŠKODA employees have always lived here, people who for generations have been used to dealing with modern technology while applying a wealth of experience.”

The duty of design? It has to show the future.





“I lived
in a world
of dreams;
I wanted
to be
a designer.”

The move by the Volkswagen Group to take over the reins of the brand formed the basis for opening up new possibilities for the future, which has included the development and construction of trendsetting vehicles that incorporate a love of detail and excellent quality. “In order to maintain customer trust and gain new buyers during this first phase, ŠKODA initially focused on quality and functionality, consciously crafting a sober image. That’s how we made a name for ourselves.” However, Jozef Kabaň and his team believe the time has now come for this rather rational brand image to exhibit some more emotion. In doing so, they are building on ŠKODA’s great tradition of design: “The new Superb is a pleasant surprise. We believe that every buyer has the right to purchase beauty - and the Superb will be bringing a piece of beauty home. Since the model has occupied the top position in our model range for a number of decades now, it gives an indication of the brand’s future values and ideals, serving as a forerunner for many new ŠKODA generations. That is the duty of design - it has to show the future.” The starting pistol for the design revolution at ŠKODA was fired in early 2014 at the Geneva Motor Show. That is where ŠKODA first introduced the VisionC show car, drawing worldwide attention. With this car, Kabaň demonstrated the position that ŠKODA design has now reclaimed, and what his team intends to create for serial production during the coming design epoch. A stylistic exclamation mark par excellence.

With the Superb, ŠKODA has demonstrated that the brand’s traditional strengths - stability, quality, and robustness, for example - can be combined in an extremely attractive package; that a fresh temptation has now joined the mix: desire. “Aren’t we all constantly searching for a new reason to fall in love?” the towering chief of design says and smiles.

The new Superb could have this format - shapes and lines that cast a love spell on you. However, ŠKODA would not be the Czech brand grounded in reason and practicality that it is if, during its quest for a new, independent elegance, it had not exercised some rational control: “The cars we build are self-assured, but not egocentric. Those customers whose goal is to put on a really big show will tend not to feel at home with us.” Jozef Kabaň knows what his label stands for: “We are, of course, a manufacturer that produces impressive and exciting vehicles in great numbers for a lot of people. It would be completely ill-advised if we were suddenly to offer our customers eccentric vehicles, because one thing is clear: premium does not necessarily mean wayward. It would be wrong to offer less space, less practicality, and less suitability

for everyday use. We will demonstrate that a ŠKODA can do both: combine beauty and functionality.” The Superb intelligently redefines the customers’ sense of value. It presents a large clientele with an attractive form, conveying to them the sense that the Superb is their first-ever opportunity to acquire an exceptional car at an affordable price.

Its proportions constitute an initial source of surprise: the car has become somewhat larger and also a little wider. However, the bare figures and statements (best rear passenger compartment dimensions in its class: legroom [157 mm], headroom [980 mm], largest boot space in its segment: 625 to 1,760 litres) seem to contradict the dimensions you feel. As oversized as the space on offer is, as large, as wide, as flat as the Superb might appear at first glance, the reality is quite different: its dimensions are quite sensible and, even on narrow streets, maintain a feeling of driving comfort. But the Superb demonstrates its position as the top model from Mladá Boleslav. The powerful grille with the ŠKODA logo - perched atop like a small jewel - is a good indicator of the time-consuming, finishing touches that the design team put into this sculpture. The headlights themselves are also more accessories than merely sources of light, while the large bonnet, which no doubt caused a great deal of trouble for the production team due to its complexity, is a piece of art pressed into metal. This imposing, exquisitely designed, simultaneously concave- and convex-shaped sheet of metal exemplifies better than anything else - if you were to boil the efforts and search for a new design idiom down to this one component of the body - the spirit of the company. These sorts of shapes, you see, only ever come into being when the Board of Management is also willing to embark on challenging paths.

However, in moments like these, it surely helps that Chairman of the Supervisory Board Ferdinand Piëch, whose grandfather Ferdinand Porsche was born in the Bohemian village of Vratislavice nad Nisou, has a passion for Škoda.

The line on the sides runs along a precise, single path from the headlights to the back of the car - yet another master feat by the production technicians - while the relatively

A more
in-depth
look
at the vehicle
is required
to appreciate
the level of
finesse
and detail

prominent wheel wells plant the Superb firmly on the street. It is amazing that these very sporty-looking wheel arches detract nothing from the car's formal elegance, and even tend to reinforce it. To gain a complete appreciation of the subtlety of this solution, it is necessary to take a more indepth look at the vehicle. The level of finesse and detail gives an indication of the degree of craftsmanship and amount of time required – as well as the number of details that had to be drafted, adapted, and deemed ready for production – to bring this unique form to completion. Perhaps it is always this search for perfection that makes a manufacturer stand out, distinguishing it from the rest.

Every
buyer
has
the
right
to
purchase
beauty

Who could describe this devotion better than Jozef Kabaň himself? In terms of his curriculum vitae, it should be mentioned that he obtained the title Master of Arts specialising in vehicle design at London's renowned Royal College of Art – the first Slovak to do so. One should also be aware of the fact that, even as a student, he participated in a design competition advertised by the Volkswagen Group for ŠKODA. Kabaň took second place, and contact had been established. Now today, it is that very same Jozef Kabaň, employed at the company since 2008, who is making his mark on the Czech brand. "I lived in a world of dreams; I wanted to be a designer. Then, suddenly, those dreams became reality – working with ŠKODA, of all companies. A company that stands for quality and technology. But also a company that leaves room for freedom – if you know how to use it." For Kabaň, the move to ŠKODA opened up a new, yet familiar world: "It was a particularly exciting challenge for me, of course, since I grew up with ŠKODA cars."

As an aesthete and designer, Kabaň considers himself to have a rather broad range of duties. "In order to design complex forms that not only satisfy aesthetic demands, but also work in a mass-production context, it is necessary to look beyond the comparatively narrow scope of car manufacture. Architecture is one such area because it is a field that also requires the creation of shapes and lines that look good, offer functionality, and are accepted by people," he says. And anyone working for a Czech company should also be familiar with the technical strengths that characterise that country, such as its work with glass, which is a craft that has had a home there for centuries. "You will see this knowledge and talent in many of the details of the Superb – in the design of the headlights, for instance."





The detail, the product, the brand, the message and feelings being conveyed, all these aspects have to be in harmony with one another – complementing, reinforcing each other. That is why above all, the new car – in this case, the Superb – has to ensure it fits into customers' perception of the brand. In short, the Superb first has to be unmistakably a ŠKODA creation. It cannot be allowed to scare off customers with its sense of otherness. However, it should also add new facets to the brand, aiding in its further development.

The composition of the lines has to move those who behold it

An automotive company will always find success if it creates a world in which the customer is comfortable. People want to feel happy when they mention and talk about their car. People want to feel happy when they open the garage door to reveal, parked behind it, the car that is a joy to possess, a joy to show to others. Design therefore holds great responsibility; it must embody both a sense of obligation and freedom. It has to carry the brand and elevate it. But what is "design" exactly?

Design is an art. The art of creating objects, possession of which fills the owner with pride: "Here it is, the car I always wanted." Taken all together, it is more than merely a beautiful shell: the technology has to be in order, the price as well, of course, and a good resale value helps. The brand's image, technology, and design – all these aspects have to complement each other in an authentic manner. Then the form, the composition of the lines, has to move those who behold it. They see the car and enjoy looking at it, enjoy the moment.

On the day that Kabaň's design squad presents the new model as a team, it is imperative that "every individual member stand by the car's form, be part of its form". A possible point of discussion with the media and customers, something the design crew of the new Superb can look ahead to with excitement and great confidence. The latest model combines traditional ŠKODA strengths with a new, stately presence. Lines that truly evoke emotions.

"We wanted to surprise people with the new Superb," Jozef Kabaň says, holding the observer's gaze – a curious, satisfied, very proud father.

The surprise worked.
It worked impressively well, Mr Kabaň!

**VISION
AND
FUTURE**

“We feel that it is the right time to combine the functionality of our automobiles more strongly with expressive, emotional design.”

Jozef KABAŇ

THE CHASSIS

The new Superb is 20 mm longer and significantly wider – particularly the interior

THE INTERIOR

Intelligent design has created ample space for the driver, passengers, and luggage

THE LIGHTS

The sharp angle, profiled contours, and fine polish of the headlights are a homage to Czech glassmaking



AESTHETICS

The fresh architecture means the debut of the new Superb is one of expression, power, and emotion

THE SHAPE

The new Superb incorporates the design idiom of the VisionC show car into the series



BACK TO THE FUTURE

ŠKODA IS BLAZING THE TRAIL TO THE FUTURE WITH THE DESIGN OF THE NEW SUPERB, CARRYING ON THE TORCH OF THE BRAND'S OWN RICH TRADITION OF DESIGN-ORIENTED CARS THAT MAKE A BIG EMOTIONAL IMPACT. AN INTERVIEW WITH HEAD DESIGNER JOZEF KABAŇ ON AESTHETICS, DYNAMICS, AND LOVE AT FIRST SIGHT

Text
Jürgen LEWANDOWSKI
Photography
ŠKODA AUTO a.s.

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The ŠKODA VisionC design study lifted the lid on the ŠKODA design idiom of the future, and now we are witnessing the translation of this concept into series production in the form of the Superb. Are you satisfied with the results?

With the ŠKODA VisionC design study, we showed how ŠKODA can combine outstanding functionality with unmistakable and emotional design.

The new design concept is the next logical step in the development of our brand. The new Superb is the first model to translate the idiom into production.

Why will emotions play such an important role for ŠKODA moving forward?

An automotive brand must go with the times, as must its standards and its design. In the past, ŠKODA has made a name for itself through the excellent functionality and space its cars offer. We sense the time is right to show the emotions behind our brand.

“Despite all its emotion,
the Superb is more than true to its
core virtues.”

Are you putting the spotlight on the origins of the brand?

Yes. We are going back to our roots, if you will. ŠKODA is one of the world's most renowned brands and has always been a pioneer of automotive design throughout its rich history. These include names such as the legendary ŠKODA Popular Monte Carlo of the 1930s. This is where we want to return.

What significance do the crystalline elements have in the new design concept?

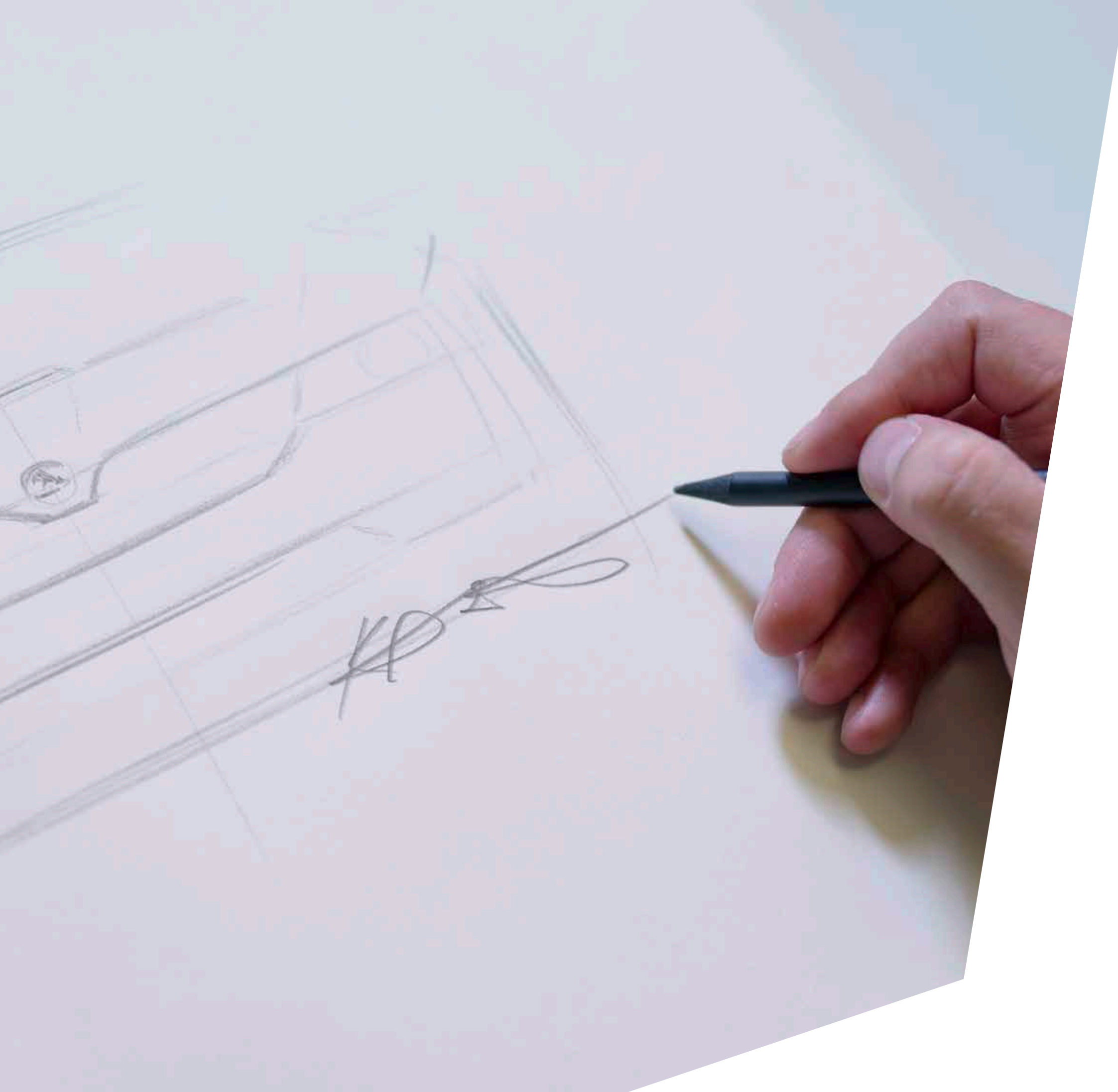
ŠKODA is proud of its Bohemian traditions. The clear lines, the interaction between convex and concave forms, or the fine finish of the headlamps on the new Superb are a homage to the Czech glass-working industry. They stand out through their precision and quality finish. The rear lamps are also particular highlights.

Emotional reference points and accents are a key part of the new design idiom.

Has this come at the cost of functionality in the new Superb?

Not at all. In fact, beauty and functionality have been combined to form a brand-new unit. Despite all the emotionality, ŠKODA remains true to its functional principles. The design is new, but it has also been given new dimensions. Vehicle width, for example, has been increased more than other vehicle dimensions. This allows us to increase the size of the interior and offer more space in the boot. In the mid-range segment, the new Superb is best in class when it comes to interior space. There are more simply clever solutions than ever before.





So practicality remains, but emotions are now setting the tone for the brand?

Yes, that was precisely what our design team were aiming for. With the VisionC, we demonstrated last year in Geneva the kind of emotions behind the brand and what direction the brand will take moving forward. Now we have made this concept a reality – the new Superb has the VisionC in its blood. This is the start of a new era for the ŠKODA brand.

What do you aim to achieve with future ŠKODA models and, in particular, the new Superb?

For me, each product must be a little work of art. Once perfected, it's about listening to both your heart and your head. People don't just see things from a rational perspective. That would be too simple; life is much more than that. There are beautiful things everywhere waiting to be discovered.

What is the essence of the new Superb in one sentence?

The new Superb
is going to take everyone
by surprise!

THE
DESIGNER

**Jozef
KABAŇ**

The Slovak was born in 1973 and attended the Royal College of Art in London. After graduating with a Master of Arts degree he worked for VW on the Bugatti Veyron. From 2006, he was responsible for external design at Audi. Jozef Kabaň has been Head of ŠKODA Auto Design since 2008.

Chapter 3

TECHNOLOGY



THE NEW ŠKODA SUPERB

NEW MEASURES OF
SPACE, DESIGN, COMFORT,
AND QUALITY

For many years now, the Superb has been at the top of ŠKODA's model range. It is synonymous, quite rightly, with cutting-edge technology and top quality from the Czech Republic. A ŠKODA has to earn the name Superb. Never before in the history of Mladá Boleslav have such high demands been placed on the design of a ŠKODA automobile, and never before have so many new technologies gone into the development of a model. True to our brand's motto, Simply Clever, we have employed intelligent means to create an enormous amount of space for the driver, the passengers, and their luggage.

A whole host of new assistance systems ensure greater safety and comfort – in addition to guaranteeing environmentally responsible practices. Thanks to new EU 6 engines, the third Superb generation will feature an unprecedented level of power while also setting new standards in consumption.

“The third
generation of the
ŠKODA Superb
is a saloon car
full of style, class,
and
passion.”



During development of the new top model, special attention was paid to connectivity: the infotainment system of the new Superb integrates the smartphone world of the passengers into the car; apps are displayed on the touchscreen, which can measure up to 8 inches, all while high-speed internet access turns the Superb into the first ŠKODA hotspot on wheels.

The completely redeveloped third generation of the Superb is a saloon car brimming with eloquence, charisma, and passion. For its external appearance, a design was created that expresses the full emotional power of the brand. ŠKODA automobiles have always exhibited impressive functionality and reliability, as well as a great price-performance ratio. ŠKODA's new Superb underscores these qualities with a modern, emotional design. The brand's new design idiom demonstrates authority, dynamic elegance, well-balanced proportions, and striking surface composition. Through these characteristics, the new Superb incorporates the design idiom of the VisionC show car into the series.

The fresh architecture means the debut of the new Superb is one of expression, power, and emotion. The wheelbase has increased by 80 mm; at the same time, the front overhang has been shortened by 61 mm; while the vehicle has become almost 5 cm wider. These dimensions lend the car a sense of elegance and dynamism. Crystalline elements embracing Czech glass-working artistry are worked into every detail and form a common element – as much for the exterior as for the interior.

In addition, the new Superb features a range of functional virtues that have undergone even further improvement. Most important of these is the use of the Volkswagen Group's Modular Transverse Matrix platform (known as the MQB). Form and function are combined to form a single, perfect unit. In terms of space, the ŠKODA Superb has always been in a league of its own. This latest model improves upon the already generous dimensions featured by its predecessor. The full extent of the spaciousness of the new Superb is felt most keenly in the rear compartment. The room offered to passengers sitting in the back dwarfs that of many luxury-class models and delivers genuine chauffeur-car qualities. Its luggage compartment is the largest in its class.

Today's customers expect a modern vehicle to exhibit driving characteristics that are at once comfortable and dynamic. The latest Superb chassis, with its new front and rear axles, has been designed with comfort in mind. This is the first ŠKODA model to make use of adaptive chassis control, which, thanks to variable dampers, allows the car to be adjusted for comfort or sports suspension at the push of a button. The wider track and the longer wheelbase provide optimal support in achieving this goal. Then there are the driving dynamics, which have undergone considerable improvement as a result of new, more powerful, yet more economical engines. A completely new generation of engines makes our new flagship more powerful, more dynamic, and more economical in every respect. They are amongst the best currently pos-

sible using modern aggregate engine technology. No other mid-range saloon car outside the Volkswagen Group offers greater economy and performance than the new Superb. The compact and light engines deliver between 88 kW (120 hp) and 206 kW (280 hp), and they all comply with the EU 6 emission standard. Using modern materials, it was possible to reduce the weight of the vehicle by up to 75 kg – with corresponding positive effects on the car's consumption, handling, and agility.

No compromises – that also applies to on-board comfort. The interior boasts a new level of quality. All materials used are high-grade, and the overall look and feel meet the highest standards. It should also come as no surprise that the greatest level of precision and a powerful love for detail can be noticed throughout the entire vehicle.

The fundamentally new generation of air conditioning systems ensures pleasant temperatures and optimal air quality on board at all times. For the first time, this latest Superb features independently controlled rear passenger compartment air conditioning. New seats designed for comfort with built-in heating and ventilation systems guarantee relaxed travel. Business-class qualities that benefit the whole family. The same applies for other features, too, such as the electric, foot-operated boot lid, the electronic panoramic sunroof, the heated front windscreen without any visible heating wires, and the ability to remotely control the infotainment system using an app for tablets and smartphones. In total, the new Superb exhibits 29 practical, Simply Clever details that make life easier for both the driver and passengers. When it comes to one particular feature, the new Superb even manages to top luxury-class models: for the first time, it now has two umbrellas, which are stowed in the two front doors.

Never has a new ŠKODA model integrated as many technological innovations as the new Superb does. These include automatic distance control with an emergency brake function for city driving, a lane assistant, emergency brake and traffic jam assistant (Stop & Go), as well as a blind-spot warning system.

Optimal vision at night is ensured by the Dynamic Light Assist, the Superb being the first ŠKODA to offer this feature. All new Superb models are also equipped with rear LED lights. Help with manoeuvring into and out of parking spaces is on hand if desired thanks to Park Assist, ParkPilot, and a rear-view camera. Safety and comfort like never before. The bottom line is that the new Superb stands for all of the positive qualities embodied by ŠKODA. The car's design-related and technological characteristics, in addition to the enormous space it offers, demonstrate ŠKODA's claim to excellence amongst mid-range vehicles and points towards the future of the brand.

Dr. Frank WELSCH
ŠKODA Board of Management Member
for Technical Development



The new Superb boasts the kind of space otherwise unheard of in mid-range vehicles - and even puts some luxury saloon cars to shame.

THE LIKEABLE LUMINARY

**THE NEW SUPERB IS SETTING NEW STANDARDS
THAT GO FAR BEYOND ITS CLASS. IT COMBINES
INTELLIGENT TECHNOLOGY WITH PRACTICAL
INTELLIGENCE - A FASCINATING COMBINATION
UNDERNEATH AN ELEGANT BODY
WHICH IS GUARANTEED TO EXCITE**

Text
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The development of the new Superb received the go-ahead in April 2011. At the same time, the framework for project SK481 was being decided in Mladá Boleslav, and the specifications were set. They already reflected the extent of ŠKODA's ambition: by expanding on the previous model's merits, the third Superb generation aimed to reach an even greater level of comfort, to offer a wider, more spacious interior, high-tech electronic components, and assistance systems, to be lighter and more economical, and to generally excel in all areas thanks to intelligent detailed solutions. This was all in keeping with ŠKODA's slogan: Simply Clever.

**The
Modular
Transverse
Matrix
(MQB)
is the perfect
platform
for the new
Superb**

It was all systems go. While head designer Jozef Kabaň and his team gave the new model its clean lines, attractive proportions, and precise contours, setting the tone for a new and more emotional direction, the engineers set about doing the technical work. The team was headed by Roman Havelka, the SK481 project manager.

The foundation for the work of Havelka and his team was Volkswagen's Modular Transverse Matrix (MQB). "Thanks to the MQB, we are able to use the latest technologies and achievements in engine development," says Havelka, which means engines that produce low

CO₂ emissions and comply with the EU 6 standard, as well as state-of-the-art electronics and assistance systems. "ŠKODA doesn't have to invent everything from scratch, but can leverage synergies. It's perfect – but we still take a very close look at all the components and fine-tune them to match our cars' specific features," he adds.

The MBQ architecture offers notable benefits, including a spacious interior. Compared to its predecessors, the wheelbase of the new Superb has increased considerably, gaining an extra 80 mm, while the body was extended by only 28 mm. At the same time, the track of the front axle grew by 39 mm and the rear axle by 54 mm. This underscores the muscular, sporty look of the Superb while enhancing comfort and driving dynamics.

The interior and the boot particularly benefit in terms of space, even though the second generation was already known as a really roomy ride. The model's lavish spaciousness is impressive indeed. It sets new standards which far exceed the mid-range segment, and the car's dimensions reinforce this impression. For example, both the driver and the front-seat passenger enjoy seats that are an extra 31 mm wider, and the already ample headroom – one of the hallmark features of the Superb – has increased by another 2 mm. The same applies to the back seat, where there is plenty of room for three adult passengers. The inner width now boasts 1,520 mm – clearly the best in the segment – and offers



OPEN SESAME

If you have ever stood in front of a locked car with your hands full, you will certainly appreciate the foot-operated electric boot lid



TIP-TO-CLOSE FUNCTION

Via remote control or at the touch of a button: the boot glides shut automatically

6.9 cm more than its predecessor. At the same time, there is an incredibly ample 980 mm of headroom in the rear – a full 2.5 cm more than in the predecessor. The legroom for back-seat passengers sets another record at 157 mm, which even outshines models in the luxury class. The Superb III is also ideal as a chauffeur limousine thanks to fittings such as high-comfort floor mats with integrated footrests or the option of adjusting the reclining front-passenger seat from the back.

A further advantage is the new package – that is to say, how the space is divided in the body – which also creates more room in the boot of the third ŠKODA Superb generation. It benefits from an 8-mm-longer axle rim, while the front rim is more than 6 cm shorter. Although the previous model already had a storage space of 595 litres, which set a new standard at the time that was only recently topped, the new Superb even breaks the record here: it boasts an additional 30 litres (total: 625 litres) under its wide-opening one-piece boot lid. That corresponds roughly to extra capacity equal to one luggage trolley. If the optionally retractable back seat is lowered, the luggage compartment offers an enormous capacity of 1,760 litres.

It is not just the sheer size of the boot which is impressive, but also the numerous intelligent details of the Superb, starting with the opening mechanism: the boot lid can be opened electronically without lifting a finger. All you need to do is move your foot to trigger a virtual pedal below the rear bumper – a feature which is being used by ŠKODA for the first time. This is an innovation you quickly come to appreciate when you find yourself standing in front of the boot with your arms full.

Combined with the keyless locking system and KESSY ignition mechanism, a mere touch of the button on the remote control is all that is required. Another feature new to ŠKODA is the tip-to-close function. With just a slight tug, the boot lid closes slowly and gently thanks to the power closing assistant. It

is also possible to close the lid from up to 3 m away using a remote control. The cargo attachment elements for fixing objects securely in the boot are also useful. The luggage nets and two pop-out hooks for securing shopping bags serve the same purpose. There is even room for golf bags if the removable side compartments are taken out, and if the entire storage volume is required, the rear-window shelf disappears behind the back seat to free up more space. The folding backrest for the front passenger seat provides for diagonal storage of up to 3.10 m – enough room even for a surfboard.

The list of "simply clever" functions is endless. The top model offers up to 29 practical detailed solutions to choose from, and the model series includes 23 innovations, ten of which were invented by ŠKODA experts. The aim of these intelligent ideas is to make life with and in the new flagship model as safe, convenient, and simple as possible. This does not necessarily require complex construction, as the one-handed opening feature demonstrates: the middle bottle holder in the central console is designed in such a way that it latches on to the bottom of 0.5-litre PET bottles, allowing the driver to open it with one hand while keeping the other on the steering wheel. Simple and clever.

The same applies to the small compartments in the vehicle doors for storing reflective vests, which are required in many countries. This way they do not impair the overall aesthetic of the interior, but are immediately on hand when needed. Just like the ice scraper, which is conveniently stored in the filler cap. Want any more examples? Then we should not forget to mention the special umbrella compartment, which not even the luxury segment has. This feature appears not once, but twice in each model of the third Superb generation, where it has been moved from the left back seat door to both front seat doors. There the umbrellas are within easy reach and can be stored after use. The water is even filtered outside. Pockets: the new Superb has plenty of them. Take, for example,

the special nets on the inner edges of the front seats, or additional bottle holders in the front and back doors which securely hold 1.5-litre containers. Or the ticket holder for parking permits on the A-post of the driver's side and the special pocket for tablet computers – another ŠKODA innovation. It is located in the jumbo box between the two front seats and contains a 12-volt access point and a USB interface to connect the device directly with the on-board communications system. For the first time, a second USB connection and a 230-volt socket is now available in the rear, which supplies up to 150 W.

The intelligent integration of smartphones and tablets represents additional cutting-edge, “simply clever” technology with which ŠKODA is making its mark. The Superb now has a SMART link function that allows smartphones to connect with the car's infotainment system using SMART link, Apple CarPlay, and Android Auto. The intelligence of personal smartphones is also transferred to the car. This enables selected applications to be operated via the on-board system's display without having to pick up the mobile which is connected via USB. The available apps currently range from navigation systems (Sygic), weather forecasts (Weather Pro), and parking space information (Parkopedia) to audio books (Audioteka), internet radio (MiRoamer), and ŠKODA apps. They include the ŠKODA Drive logbook, the multi-function on-board computer MFA Pro, and the engine sound simulator MotorSound.

The new Superb can count up to 29 “simply clever” functions, ten of which were invented especially

Communication also works the other way round: from the car to the electronic end device via the wireless Smart-Gate function. The other passengers benefit especially from this, as they are provided with comprehensive information on the journey. The G-Meter app gives details about speed, acceleration, accelerator position, and brake pressure; the MFA-Pro application shows additional on-board computer functions of the multi-function display. The entertaining Smart Racer and Little Driver racing and educational apps are geared towards young passengers. At the end of the journey, ŠKODA Drive analyses consumption and driving performance

parameters and provides information on how to increase driving efficiency upon request.

What's more, many parts of the Columbus navigation and infotainment system can be operated via smartphones and tablets using WiFi – a function which is a particularly appealing to chauffeured back seat passengers. The ŠKODA Media Command app, for example, allows access to the radio, all media sources, and the navigation system; volume and sound settings can also be conveniently controlled from the back seat. There are two tablet holders in the rear of the new Superb for attaching the device either to the back of the



CONNECTIVITY

Many of the functions of the new Superb can be operated via smartphones or tablets



COLUMBUS INFOTAINMENT AND NAVIGATION SYSTEM

The top-of-the-range version of the modular infotainment system (MIB) boasts the latest connectivity functions

Thanks to Wi-Fi connectivity, passengers in the rear seats can control the air conditioning and audio system through their smartphone or tablet.

front seat or on the rear central console. As mentioned before, a 230-volt connection plus a USB interface is available on the back of the central console in the front.

In terms of connectivity, ŠKODA boasts Volkswagen's second-generation Modular Infotainment System. The offer includes four different device types, from Swing, Bolero, and Amundsen to the premium Columbus version. They all have new processors and improved systems which make them up to four times faster than the previous entertainment units. They also feature high-resolution colour touchscreens with greater performance and the latest interfaces.

The Columbus radio navigation system also has an excellent voice control function. It is an all-rounder with an 8-inch colour monitor and approach sensors, making it a sophisticated system that represents the latest in multimedia technology. It has a DVD drive that can be used to play audio information and video files. A TV tuner and DAB digital radio are also optional. Two mobile phones can be connected to the hands-free kit via Bluetooth. Incoming text messages can be read aloud on request, and replies can be easily entered using the convenient display. The optional Phone Box provides the same reception and transmission quality as a stationary telephone. Designed as a useful stand for mobile phones, the Phone Box is inductively coupled with an outside antenna.

Columbus also transforms the new Superb into a WiFi hotspot on wheels when an appropriate SIM card is placed in the corresponding insert in the glove compartment. All passengers can then surf the internet with their smartphones, tablets, or laptops. Two special antennas in the rear provide quick fourth-generation LTE internet access which allows for download speeds of up to 150 MB per second and is able to maintain a stable connection, even when travelling at high speeds on trunk roads and motorways. Those who just want to listen to music are in the best of hands with an aux-in interface and

up to two USB connections, Bluetooth technology, and two SD card slots which make it possible to connect various MP3 storage media. There is also an integrated 64-GB flash memory with jukebox function. Depending on the features and infotainment system, up to eight speakers deliver rich, high-fidelity sound. A finely tuned sound system by HiFi specialist Canton is also available on request; it includes an incredible twelve loudspeakers and a subwoofer in the boot. With 610 W of power, this represents yet another milestone in the segment of the Superb.

The Superb can also be turned into a rolling hotspot

High-tech components are also the name of the game in the engine compartment, and the new Superb is real proof that “less is more”. All new downsized engines – numbering eight in total – deliver more power and performance despite a smaller engine displacement – and all with less consumption and fewer emissions, of course. All eight engines are direct-injection, four-cylinder turbos with standard start-stop technology and brake energy regeneration. The five TSI petrol engines and three TDI diesel engines are up to 30 per cent cleaner and more efficient, all while being up to 20 per cent more powerful.

The spectrum ranges from 88 kW (120 hp) to 206 kW (280 hp), and all of the engines meet the strict Euro 6 emission standard.

The 110-kW (150-hp), 1.4 TSI petrol engine from ŠKODA's own EA211 series especially highlights this technological progress. It weighs a good 18 kg less than its predecessor's almost equally powerful 1.8-litre engine. This is due in part to the die-cast aluminium crankcase, in addition to the cleverly constructed cylinder head, which is completely integrated into the exhaust manifold. The benefits: the engine heats more quickly in the warm-up phase, which has a positive impact on emissions and consumption as well as on the heating on the inside of the car. When under strain, the coolant helps to reduce emission temperatures, thereby saving fuel. The technical layout also allows for the use of a light single-scroll turbocharger while the plastic injection-moulding intake manifold accommodates the intercooler. The result is a more spontaneous response in the lower rpm range. The variable intake camshaft control has an additional adjustable feature on the outlet side of the 1.4 TSI at 110 kW, which provides for improved pulling power at higher speeds.

Another unique feature of the petrol designated volume engine is a sophisticated technical detail known as active cylinder technology, or ACT. It temporarily shuts down the second and third cylinders, which enhances the effectiveness of the engine and saves up to half a litre of fuel per 100 km. ACT kicks in between 1,400 and 4,000 rotations, provided a torque of between 25 and 100 Nm is generated. When

SIZE MEETS CLEVER SOLUTIONS

The capacity of the boot of the new Superb is 1,760 litres – and a whole range of smart solutions make it easier than ever to use

more power is required, both combustion chambers start back up within 36 milliseconds or one camshaft rotation. The driver never notices a thing. But the driver does feel the impact of this innovative measure: compared to its predecessor, consumption has decreased by almost 30 per cent to just 4.8 litres/100 km. This amounts to CO₂ emissions of just 112 g/km. This trend is complemented by an exceptionally dynamic driving performance. With a six-speed gearbox, the Superb 1.4 TSI can accelerate to 100 km/h in just 8.6 seconds. The maximum speed of the 1.4 TSI is 220 km/h.

Another example of the incredible efficiency of the petrol engines in the new Superb is demonstrated by the top version, the 206-kW (280-HP) 2.0 TSI with four-wheel drive. The version referred to as EA888 at ŠKODA has replaced the 20-hp-weaker 3.6 FSI six-cylinder engine. The new engine achieves an impressive torque of 350 Nm between 1,700 and 5,600 rpm, enabling ŠKODA's new flagship to accelerate to 100 km/h in just 5.8 seconds and which has to be electronically reined in at 250 km/h. The performance is combined with an average consumption of 7.0 litres/100 km, almost 24 per cent lower than the V6 engine. An amazing feat of downsizing!

The 1.4 TSI with 92 kW (125 hp), the 132-kW (180-hp) 1.8-litre engine, and another 2.0-litre version with 162 kW (220 hp) round out the range of petrol engines. While both high-performance engines are serially produced with a double-clutch gearbox, the other three have a manual six-speed gearbox as standard. The 150- and 180-hp versions can also be combined with a seven-speed double-clutch gearbox.

The state-of-the-art technology is also reflected in the common rail turbo diesel engine. The four-cylinder engine comes in two capacity sizes and three performance categories: 1.6 litres with 88 kW (120 hp) and 2.0 litres with 110 kW (150 hp) or 140 kW (190 hp). The latter offers an incredible maximum torque of 400 Nm. The intercooler has

also been integrated into the intake manifold of all three diesel engines, with separate cooling circuits for the cylinder block and cylinder head. This reduces the warm-up phase and improves efficiency. Standard consumption figures range from 3.9 litres/100 km for the 120-hp 1.6 TDI with seven-speed gearbox to 5.0 litres/100 km for the four-wheel-drive 2.0-litre TDI with six-speed automatic gearbox, and CO₂ emissions of 100 to 132 g/km. The three engines are efficient, clean, and true long-distance champions. A full 66-litre tank will be enough for almost 1,700 km.

An even more environmentally friendly version is available: the Superb Green-Line 1.6 TDI needs just 3.7 litres of an EU mix per 100 km, which corresponds to CO₂ emissions of only 96 g/km. ŠKODA's engineers paid a great deal of attention to the Superb diesel's emission control. The oxidation catalytic converter and the diesel particle filter were installed as close to the engine as possible to achieve maximum effectiveness. A sophisticated exhaust gas recirculation system is also integrated as standard, and most of the nitrogen oxide is caught in the NOx storage catalytic converter.

Combined with a front-wheel drive, all three diesel models have a manual six-speed gearbox as standard. The 1.6 TDI can also be equipped with a seven-speed double-clutch gearbox, while there is the option of a six-speed double-clutch gearbox for the 2.0 versions. ŠKODA combines four-wheel drive with manual control in the 150-hp diesel, while the four-wheel 190-hp TDI is combined with a double-clutch gearbox as standard. There is a particularly interesting feature for four-wheel drivers: this configuration provides the new Superb with a braked towing capacity of up to 2,200 kg.

As soon as the 4x4 was launched, the Superb already offered a four-wheel option for all four engine-gearbox versions. ŠKODA all-wheel drive is based on the fifth and latest generation of the innovative Haldex system. It is 1.4 kg

More power,
more torque – and up
to 30% less
fuel consumption.





EIGHT ENGINE VARIANTS

Five TSI petrol engines and three TDI turbo diesels mean the new Superb is available in a power range spanning 88 kW (120 hp) to 206 kW (280 hp)

The new Superb is also awarded top marks when it comes to safety.

lighter than the Haldex 4 clutch and adjusts the load according to the situation even more quickly. The electronically controlled 4x4 system transfers the engine power almost exclusively to the front wheels to minimise drive power loss and optimise consumption. The flow of power to the rear axle is increased by a hydraulic clutch unit within fractions of a second only when it is required. This combines maximum safety with optimal driving dynamics and ultimate propulsion efficiency.

Maximum active and passive safety for all five passengers was a top priority for the developers of the new Superb. To ensure this, they found themselves drawing heavily on the available MQB components - from modern bodywork structures and restraint systems to superior chassis technology and a multitude of innovative assistance systems. Many innovations are being employed by ŠKODA for the first time. The new Superb has successfully achieved top marks in passenger safety.

It starts with crash safety. Compared to the Superb II, ŠKODA more than doubled the use of hot-formed, high-strength steel alloys in the new Superb from 18.4 to 45.5 per cent. Targeted reinforcements in the A-pillars and in the rear particularly ensure that the passenger compartment remains largely intact in the event of a collision. The torsional rigidity of the body was generally improved by 13 per cent. The target is to achieve a five-star rating once more in the Euro NCAP safety test. Since 2008, all Euro-NCAP-tested ŠKODA models have achieved top marks. In a second step, the restraint systems of the Superb were precisely aligned to correspond with crash behaviour. In addition to the front and side airbags for the driver and front seat passenger, there are also head airbags along the side windows and a knee airbag for the drivers. Three-point belts ensure that all five passengers are firmly secured in their seats. The front seats have height-adjustable belts with a belt tensioner and a belt force limiter, as do the outer rear seats if the optional side airbags are requested in the rear.

To prevent accidents, the new ŠKODA supports the driver with an extensive range of assistance systems, many of which are based on the electronic infrastructure of the standard Electronic Stability Control (ESC) system with an integrated front camera, while some use additional sensor technology. The following functions are new and particularly innovative:

1. MULTI-COLLISION BRAKE

After impact, the brake automatically prevents the car from continuing to roll uncontrolled - for instance into oncoming traffic. The car brakes to a residual speed of 10 km/h and the brake and warning lights are activated.

2. CREW PROTECT ASSIST

Based on the ESC data, the system is able to identify critical situations. As a result, the Crew Protect Assist automatically tensions the safety belts of the driver and front seat passenger and closes the side windows and the sun roof, if there is one, as a preventive measure. This reduces the danger of foreign objects entering the interior.

3. CITY EMERGENCY BRAKE FUNCTION

Using a radar sensor in the radiator grille, the system monitors the space in front of the car. In the city, it can identify obstacles in front of the car at speeds of up to 40 km/h. If there is the threat of a collision, the car brakes automatically. At higher speeds of up to 210 km/h, the ACC-based front assist monitors the distance to the vehicle ahead. If there is a risk of rear-end collision, the system activates the brakes by first alerting the driver with a visual and acoustic signal and then putting slight pressure on the brakes. If there is still no response or no adequate response from the driver, the front assist automatically carries out a partial braking action to prevent rear-end collisions or at least minimise the impact.

4. ADAPTIVE CRUISE CONTROL

The automatic distance control ACC combines the cruise control system with data from the front radar. At changing speeds when driving in heavy traffic or motorway road works, a programmed

SMART LIGHT ASSIST

The intelligent high-beam light assistant on the new Superb does not glare oncoming traffic, rather cuts the other vehicle out of the light beam

constant distance can be maintained automatically to the vehicle ahead.

5. BLIND-SPOT DETECTOR

The system warns the driver of vehicles in the blind spot. Two radar systems integrated in the rear bumper monitor the side of the car up to 20 m behind the Superb. If a vehicle is detected in the area, an LED symbol appears in the respective exterior side mirror to warn the driver of the danger. If the driver does not take action despite the detected danger, the system reacts and the LED starts blinking. The blind spot detector operates from 10 km/h and is being used in a ŠKODA vehicle for the first time.

6. LANE ASSISTANT

The forward-facing camera at the base of the rear-view mirror scans the lane markings on well-developed roads. If the system recognises at speeds from 65 km/h that the driver has unintentionally deviated from the lane, it automatically corrects itself. A warning light appears in the multi-function display.

7. TRAVEL ASSIST

Traffic-sign recognition is a new feature of the ŠKODA Superb. The front camera recognises speed limits and no-overtaking signs along the side of the road and compares it to the data in the navigation system - including additional information such as possible set times (10 pm to 6 am) or other restrictions (HGVs only). The traffic signs the system recognises are displayed as a pictogram on the instrument console or the navigation system's display

8. DRIVER ALERT

The assistance system warns the driver of overfatigue while driving. The driver alert registers changes in driving behaviour and requests the driver to take a break via an alert on the multi-function display.

9. SPEED LIMITER

This new function allows the driver to set a maximum speed which can only be overridden by full throttle or the kick-down position of the gas pedal.

Another key comfort and safety feature is the pioneering light system of the Superb. The main headlights are available as halogen lights or bi-xenon lights with LED daytime lights. The latter use the adaptive front light system (AFS), which adjusts the lights to the traffic and weather conditions with two separately swivelling light modules, and also includes bend lighting and a cornering light in the fog lamps. The AFS distinguishes between secondary roads, city traffic, and motorway mode. On motorways at speeds greater than 90 km/h, the left and right lanes are illuminated, with a focus on optimal light range. In the city, the light beam is broader between 15 and 50 km/h in order to illuminate pavements and intersections. The secondary-road mode corresponds to conventional low-beam lighting.

The smart light assist is also highly intelligent. If the high-beam assistant detects oncoming vehicles or vehicles ahead using the front camera, it does not completely dim the beam, but rather eliminates the cars from its light beam - a shield is pushed in front of the bulb by an integrated roller to create a shadow tailored to that precise situation. The effect is amazing: the road remains almost completely illuminated, but without dazzling other cars - a prime example of clever engineering.

The state-of-the-art parking function of the Superb is extremely user-friendly. The third-generation automatic parking assistant helps not only to manoeuvre the car in and out of parking spaces along the road, but also to detect parking spaces which are perpendicular to the direction of travel. The assistant can also manoeuvre in and out. All the driver has to do is apply the accelerator and the brakes. The rear traffic alert system also provides useful support by monitoring the less visible area of up to 20 m to the left and right of the car when reversing. If a vehicle approaches, the system responds with a visible or acoustic alert or even by applying the brakes. The parking distance monitor is also essential. The distance sensors detect obstacles in front of and behind the car, and the driver is informed by a

A whole host of state-of-the-art safety and assistance systems means that drivers and passengers in the new Superb are in the best of hands.



warning sound and visual indication on the display. The optical parking assistant is new to the ŠKODA Superb. A rear-view camera in the boot lid shows the area behind the car as soon as the gear is shifted to reverse. The view appears on the infotainment system monitor.

Despite its intelligent high-tech assistance systems, the Superb also scores high marks in the traditional automotive disciplines – which have a long tradition at ŠKODA, particularly when it comes to comfort and driving features. The developers at ŠKODA have achieved a winning combination of high suspension comfort, safety features, and dynamic handling with the new broad body of the Superb III. A McPherson strut on the front axle ensures high-precision wheel control. At the rear, a multi-link axle allows for the clear separation of transverse and longitudinal forces. The XDS+ function has been added to the electronic differential lock EDS as standard. Targeted braking on the inside wheels counteracts understeering and stabilises driving behaviour in bends. Depending on the features, the new first-class model features 16- to 19-inch wheels.

The adaptive Dynamic Chassis Control (DCC) is now available in a ŠKODA model for the first time. The normal, sport, and comfort modes can be selected by a button on the central console. The electronic controls on the shock absorbers are responsible for making the adjustments.

The driving-profile selection is also closely connected with the DCC. It adjusts the power steering or the accelerator's response and has two additional modes. The eco profile aims at achieving maximum efficiency with minimal fuel consumption via engine control, air conditioning, and other units. Combined with the automatic direct shift gearbox (DSG), this mode also enables what is known as sailing: if the driver takes his or her foot off the accelerator, the DSG goes into neutral and the car moves without the engine's drag torque. This is especially economical while driving in the city where up to half a litre of fuel per 100 km can be saved. With the individual mode, various settings from air conditioning to the body and the headlight function can be stored.

The development of the new Superb demonstrates the sheer dedication of the engineers based in Mladá Boleslav in maximising the brand's potential and utilising the group's resources.

The result is a car which stands out and sets new standards. Certainly in terms of its look, undoubtedly when it comes to comfort and spaciousness, and also in every detail. From the handy umbrella compartment to the automatic danger warning system, the Superb is superb, and not only in its category. But most of all, it is an extremely likeable luminary, a showcase model which is not only impressive, but fun too. It embodies a luxurious driving experience without being elitist.



PHONE BOX

The practical mobile-phone holder automatically connects the device with an external antenna – for the best possible signal quality

EURO 6

All eight engine variants on the new Superb meet these strict emissions standards

80 millimetres

is the difference in wheelbase to the previous model. The new Superb is also 28 mm longer

1,520 millimetres

is the interior width in the rear – unbeatable in the Superb segment

625 litres

is the capacity of the boot according to VDA standards. With the rear seats folded down, this rises to 1,760 litres. Once again, best in class

29 “simply clever” functions

make life easier in and with the new Superb. Ten solutions were invented by ŠKODA engineers especially for the new Superb

3.10 metres

The maximum length of a surfboard being transported in the new Superb

150 watts

The output of the optional 230-volt plug socket in the rear – sufficient to charge laptops, tablets and smartphones

2 umbrella slots

are available as standard in the front doors of the new Superb

Up to 150 Mbit per second

is the download speed of the optional hotspot thanks to 4G LTE connectivity

64 gigabytes

of flash storage space is available in the Jukebox function of the Columbus infotainment system – for MP3 files, for example

Up to 30%

less fuel is consumed by the state-of-the-art engine of the new Superb. At the same time, it delivers up to 20% more power

18 kilogrammes

is the difference in weight between the 110-kW (150-hp) 1.4 TSI petrol engine compared to the previous model's 1.8-litre engine

It takes just 36 milliseconds

for the ACT active cylinder management system to reactivate both combustion chambers after they have been shut down

280 hp

or 206 kW is the amount of power delivered by the top-range engine of the new Superb – the 2.0 litre TSI. It provides 20 hp more than the previous model's 3.6 litre V6, while cutting fuel consumption by 24%.

250 km/h

is the restriction on the new ŠKODA flagship's top speed

Just 3.7 litres

of diesel is consumed per 100 km by the Superb GreenLine 1.6 TDI. This equates to just 96 g/km of CO₂ emissions

1,692 kilometres

is the range of the Superb 1.6 TDI with a 66-litre tank of diesel. The Superb GreenLine can even make 1,783 km

2,200 kilogrammes

is the maximum towing capacity of the new Superb 2.0 TDI 4x4 with 140 kW (190 hp) for a braked trailer

45.5%

of the steel structure of the new Superb is made of highly stable hot-forged steel

13%

is the improvement in torsional strength for the new Superb compared to the previous model

20 metres

is the range of the Blind Spot Detect and Rear Traffic Alert systems for vehicles alongside and behind the new Superb

Up to 75 kilogrammes

is the weight reduction of the new ŠKODA Superb compared to the second generation – despite the larger bodywork

66 litres

is the capacity of the fuel tank of the new Superb, 10 litres more than in the previous model

26.7 litres

is the capacity of all the storage compartments of the new Superb put together

FACTS

Chapter 4

HERITAGE



PASSION FOR THE FUTURE

IN MLADÁ BOLESLAV, THE PASSION TO CREATE SOMETHING NEW IS A TRADITION - ŠKODA RANKS AMONG THE VERY FIRST AUTOMOBILE MANUFACTURERS. SINCE DAY ONE, THE CZECH BRAND HAS REMAINED TRUE TO ITS MOTTO: QUALITY COMES FIRST

Text
Ole ZIMMER
Photography
ŠKODA AUTO a.s.



1905

Early success

Winner Václav Vondřich
with his L&K motorcycle at the
Gordon Bennett Cup



Václav KLEMENT

Bookseller, cycling fan and visionary entrepreneur -
the man with the figures



Václav LAURIN

Locksmith, tinkerer and inventor - the man
behind the products



1912

The development department of the public limited company
Laurin & Klement in Mladá Boleslav

The first
Superb,
built in 1934,
was elegant,
powerful
and confident.

Those driving through the streets and alleys of the city Mladá Boleslav do not get the impression of being right in the heart of the Czech automobile industry. We glide majestically through Bohemian history in the new Superb. Just less than 50 kilometres north-east of Prague, the royal castle of Boleslav II, built in the 10th century, sits perched on a rock above the point where the Klenice River flows into the Jizera.

CHRISTOPHER WOODHEAD

The 16th-century Renaissance basilica tells the story of the Reformation. The City Theatre designed by Emil Kralik and the Gellner department store designed by Jiri Kroha are splendid examples of the fine architecture of 1920s Czech modernism. The pubs in the old town serve sirloin beef and dumplings while the results of the local hockey team are discussed over a Bohemian beer.

CHRISTOPHER WOODHEAD

Would you call it cosy? The atmosphere is certainly laid-back. The city’s history is everywhere you look in Mladá Boleslav, but not in a bad way; it is more like a pleasant travelling companion on the road to the future, for Mladá Boleslav is the vibrant creative centre, the nucleus and the future of one of the most creative automotive brands. It is a car town through and through: Mladá Boleslav is the home of ŠKODA. Leaving the idyllic old town behind, the first production halls can be reached in just a few minutes. Beyond this point, the main ŠKODA plant extends in a north-easterly direction. About a third of the 45,000 residents work for the carmaker, and many more are linked to ŠKODA in some way or another. Mladá Boleslav is also where the elegant lines of the new top model were created. The Superb brings more than just a touch of luxury to the mid-range segment. Its wheelbase has increased by 80 millimetres, and the adjustable, adaptive chassis makes the Superb perfect for travelling. The seating is comfortable and the suspension is wonderfully pliant – or can be very sportily tuned.

In the place where the ŠKODA Museum now keeps the fascinating history of the brand alive, vehicles were already being produced in 1895. First they were bicycles, and a little later small motorcycles. The automobiles came along in 1905 – initially the small Voiturette A with a 7-hp, two-cylinder engine, and later on classy saloons like the ŠKODA 860, Rapid, the first Octavia – and even the first Superb. Since then, over 17 million vehicles have rolled off the production line at the main plant behind the museum. In 2014 alone, over one million ŠKODA vehicles were produced worldwide. This success story of ŠKODA, however, starts out much less

epically. It is inextricably linked to a patriotic bookseller, a resourceful mechanic, and a nasty letter. In 1894, the book-seller Václav Klement complained to outlet of the Dresden-based company Seidel & Naumann in Ústí nad Labem (Aussig) about the poor durability of its new Germania bicycle. The letter, written in Czech, was brusquely rejected – Klement was told to write his letter in “a language comprehensible to us” meaning German. Klement, who was also the chairman of the local cycling club, then decided to go into the bike business himself. A year later, on 18 December 1895, he founded the company Laurin & Klement together with the locksmith Václav Laurin. This company later became the automobile division of the machine manufacturer ŠKODA. Their first joint product: the bicycle, under the brand name Slavia, which was initially available in five different models.

The aim was not just to make the brand stand apart from the qualitatively questionable Dresden-made Germania on account of its name. Right from the start, Laurin & Klement’s Slavia was to be a marker of quality, durability, sophisticated technology, and customer service. This claim is still part of the ŠKODA DNA.

Just as perceptible is the founders’ legacy in terms of the pride the workforce of ŠKODA takes in the high standards for the products they make to this day; with its own development, its own design, its own press shop, and its own foundry.

Just four years after establishing the bicycle manufacturing business, Laurin & Klement ventured into construction of the first motorcycles – the next visionary step. Appearances at trade fairs and exhibitions in Vienna, Prague, Hamburg, and Frankfurt, as well as trips to London gained L&K recognition far beyond the borders of Bohemia. In 1903 – with now over 200 people working in the new factory outside the city – L&K motorcycles rode to 32 victories in 34 races. Another trait that is typical for ŠKODA, which is as true today as it was back then, is the desire to make something good even better. Laurin & Klement drew on their experience in building motorcycles and embarked on the next level. This is still the case today. At the end of 1905, the first two models of

CHRISTOPHER WOODHEAD

An
important
story
begins
- with
an
angry
letter

the Voiturette (literally, “small car”) Laurin & Klement type A, which drew the crowds at the Prague Auto Show, were presented in Mladá Boleslav. The car had a water-cooled four-stroke, two-cylinder petrol engine mounted length-wise behind the front axle, a three-speed gearbox, and rear-wheel drive. In the same year, the next larger models of the Voiturette were presented. The first four-seater model made an appearance in December. The Voiturette was a resounding success and enabled Laurin & Klement to gain a foothold in the rapidly expanding automotive market and to grow steadily. In 1907, the company was converted into a public limited company and the production capacity was constantly expanded. Things were also looking up in Mladá Boleslav from a technical perspective, too. In 1909, the legendary engineer Otto Hieronimus came to Bohemia.

Hieronimus had previously worked at Benz and Daimler. At L&K, he worked on developing the type FCR, which was capable of almost 130 kilometres per hour. Until 1914, L&K racing cars were hard to beat.

In 1912, L&K took over the automobile factory Reichenberger Automobilfabrik, becoming the largest automobile manufacturer in the Austro-Hungarian Empire. By this time, vehicles were being sold to Russia, Japan, New Zealand, South America, and most European countries.

Credo from
the outset:
Quality
in series
production,
rather than
cheap
construction

However, the First World War thwarted the development of the fledgling company. Arms were now in demand, as well as trucks and stationary engines for generating power. It wasn’t until 1919 that Laurin & Klement managed to fully focus on automobiles once more, going on to launch the type Sh, and a little later the compact car type T, on the market. In the end, it was the successful compact car that enabled the company to continue to grow – but it also heralded the end of the name

Laurin & Klement. Company founder Klement had never lost sight of the idea of making the car the mode of transportation for the masses. But that called for affordable compact cars, a bona fide “people’s car”, as the German word Volkswagen means. Klement knew that large-scale serial production was the only way to achieve affordability. Unlike the competition,

L&K did not put its money therefore into simple and cheap constructions, but into modern manufacturing techniques and the highest quality from series production. However, the company needed money for the necessary investments more money than could be obtained through banks and investors in the early 1920s. Laurin & Klement a.s. merged with ŠKODA from Plzeň in June 1925. The L&K models that were developed before the merger were from that point on given the name Laurin & Klement. Later models then ran under the name ŠKODA. Within 20 years, the bicycle workshop of a locksmith and a bookseller had evolved into one of the largest automobile producers of the time. Some 60 different car models were produced in Mladá Boleslav from 1905 to 1925.

The last Laurin & Klement – ŠKODA rolled off the production line in 1929, though ŠKODA carries the legacy of the car pioneers to this day. This is why the name of the top-line ŠKODA Superb is a fitting testimony to the origins and creators of the Laurin & Klement brand.

In January 1930, the plant in Mladá Boleslav was transformed by its parent company into a limited company with head offices in Prague. This simplified and speeded up important decision-making processes and streamlined management. Taking into account all the expansions it underwent, the main plant now covered nearly 216,000 square metres, with a total of 3,750 workers putting together the new types on the assembly lines. The breakthrough for the new company came in the mid-1930s with the ŠKODA Popular. The small car with four cylinders and 20 hp was comfortable, lightweight, fast, robust, and extremely durable – and still comparatively affordable. In order to convince customers of the quality of the car, ŠKODA backed a special expedition: Four only slightly modified Populars made their way from Prague to Calcutta in May 1934. When the seven young drivers returned after four months and 14,800 kilometres, ŠKODA celebrated its first truly major advertising coup in the company’s history. Everyone was talking about the Popular, and it became one of the most successful compact cars of its time. The ŠKODA brand was the talk of the town when a Popular Sport drove to second place in the Rallye Monte-Carlo in 1936.

The first ŠKODA Superb also dates from this period and was introduced in 1934. Just like the new 2015 Superb, its original predecessor stood for the latest technology, excellent handling, superb comfort, modern design, and spaciousness. The luxurious first Superb featured 55 hp and oozed with



1899

L&K Slavia

The first successful L&K product:
At first glance, it looks
just like a modern city bicycle



1902

L&K Type B

1.75 hp for 500 guilders:
The second L&K motorcycle



1904

L&K Type L

Achieved speeds of 50 km/h on country roads:
The L75 motorcycle



1904

L&K Slavia Typ CCD

The 4-hp Type CCD, with its 615 cubic centimetres of displacement,
was the most popular two-cylinder motorcycle from L&K

The Superb also had to play its part in supporting the German war effort: there was the Superb 3000, an all-terrain utility vehicle; the all-wheel-drive KFZ 15 in two versions, the type 952 and type 956; and of course an officer field car, the Superb OHV with gas generator drive system. After the war, the company was nationalised and continued as a national enterprise under the name AZNP. Production of the models ŠKODA 1101 Tudor, which were based on the old Popular 1101, began in 1946. This was followed by versions of the 1101 as a roadster, a convertible saloon, and a delivery truck.

The six-cylinder Superb OHV continued to be produced from 1946 to 1949. However, it was not offered for sale to civilians, but only to state institutions.

By 1948, the entire economy was controlled by the state, and the automotive industry also became a political issue. Nevertheless, ŠKODA continued to reel off some special models. The 1101 Tudor was a hit on the international markets. The slightly modified 1948 four-door 1102 was exported

as far as Australia. The same was true for ŠKODA vehicles in the 1950s and 1960s. The ŠKODA 1200 Saloon, the 440 Spartak (known as Octavia from 1959), and the 440 Roadster (known as Felicia from 1959) were evidence that the ŠKODA developers were capable of coming up with independent, advanced, and ultra-modern vehicles. In particular, the sleek convertible Felicia caused a sensation in the early 1960s.

The increasingly difficult supply situation started to rear its ugly head, however, as well as the growing political influence on the work of automobile manufacturers. The 1000 MB with rear engine was the last new model which enjoyed global demand and was able to compete with cars from the West. At the time, the new development from Czechoslovakia was considered one of the best cars in the 1-litre class. Afterwards, ŠKODA found itself unable to keep up with the rapid advancement of technology beyond the Eastern Bloc. In the following years, the range of cars was limited there were no new cars, only new model designations.

However, this did not mar the creativity of the developers in Mladá Boleslav. They continued to come up with new models and prototypes and worked on overhauling the product series – but in vain. Over the years, a considerable number of vehicles ended up in the museum depot, called the “graveyard of visions”. The most spectacular example is the innovative type 720 featuring a classic concept, which was developed from the late 1960s until the early seventies. The 760 series, developed in collaboration with East German car factories, dates from the mid-1970s. The car had front-wheel drive and an automatic version was also planned. The body of both models was designed by Italian Giorgetto Giugiaro. But the 720 and 760 never made it to production either. According to the government officials, converting the production lines would be too expensive and the car itself too Western. Versions of the old 1000 MB with its rear engine therefore remained the only option for quite a few years.

Nevertheless, the new era at ŠKODA began prior to the fall of the Iron Curtain. The eighties saw the development of a completely new car within a very short space of time; modern, reliable, economical: the ŠKODA Favorit. The Italian design house Bertone was responsible for designing the body. The all-new ŠKODA Favorit was unveiled in 1987. At the cutting edge of modern technology and attractively priced, production commenced in 1988. The Favorit was the only real car from the Eastern Bloc that was not manufactured under

licence from a foreign company. The model was able to hold its own amongst the competition, especially in terms of design and handling.

After the Berlin Wall was brought down, the Favorit was not ŠKODA's only trump card – another major asset was its highly skilled workforce. The company had a top-class team of creative, passionate, and innovative heads within its ranks. In 1989, ŠKODA had over 20,000 employees producing about 100,000 Favorits as well as roughly 82,000 rear-engine cars. In the wake of the Velvet Revolution of 1989, ŠKODA began seeking a strong partner for the future and found it in Volkswagen. ŠKODA had competent staff to offer, a popular product in the form of the Favorit, and relatively modern production plants. During the negotiations, Volkswagen pledged to invest a total of nine billion German marks, and ŠKODA was to produce 400,000 vehicles annually by the end of the millennium. What started out tentatively rapidly became a strong partnership. The skill of the Czech carmaker paired with the financial backing and expertise of Volkswagen paved the way to new markets, new concepts, and new successful ŠKODA models. The Favorit was produced until 1994, by which time over a million had rolled off the assembly line. The first independent developments under the corporate umbrella of Volkswagen began in 1994 with the Felicia and the Felicia Estate. This was followed by the

all-new ŠKODA Octavia in 1996, and two years later, the Octavia Estate. Yet another successful model emerged in 1999: the ŠKODA Fabia.

Finally, in 2001, ten years after the merger with Volkswagen, ŠKODA re-entered the upper mid-range segment with a new ŠKODA Superb 67 years after the original 1934 model.

Although the car was revered at the IAA in Frankfurt – the move was not entirely without risk for ŠKODA. The Czech-made models had by now earned a very good reputation, but ŠKODA was more renowned for offering a combination of maximum utility and reasonable price – and not necessarily aspiring comfort and luxury.

The modern age dawned before the fall of the Berlin Wall. — 107

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ŠKODA's

standard

for

120 years:

top quality,

elegance,

and

passion

WAY BACK
IN TIME



1937

ŠKODA Popular Roadster

Elegant and dynamic in
town and country

1899

L&K Slavia 5

Advertisement for the L&K Slavia 5 women's bicycle
from the company's early years



1928

ŠKODA 6R

According to the advertisement, the 6R was
ideal for making a statement, for business, and
as a sports car – depending on the version



1907

L&K Voiturette

An advertisement shows the first
successful automobile from Laurin & Klement
on a test drive in the Alps

1952

ŠKODA 1200

The 1200 was advertised
in France as an estate for families
and tradespeople

1905

L&K Voiturette A

The four-wheeled breakthrough:
The first car from L&K had a
7 hp, four-stroke, two-cylinder engine



1925

L&K ŠKODA 110

The extremely versatile 110 was
available as a touring car, roadster,
saloon car, and coupe



1929

ŠKODA 860

Noble heritage:
The muscular 860 was pure luxury



1937

ŠKODA Rapid

A passionate cabriolet
for the upper middle class range



1935

The sports car with the exquisite radiator grille was built as a roadster and a coupe from 1935 to 1938



1935

ŠKODA Popular Sport „Monte Carlo“

The first chapter of a rally legend: The ŠKODA took third place in the 1.5 litre class in the Rallye Monte Carlo

**A
STAR
IS
BORN**



1940

Superb 4000

The most powerful version
of the original Superb

**THE
FASTEST
CZECHS**



1957
1100 OHC

The elegant, expressive OHC still captures the imagination



1975
130 RS

The most successful SKODA racer of all time

HISTORY

ŠKODA is not weighed down
by its history.
Instead it is a pleasant
companion as the company
moves into the future.

1895

In Mladá Boleslav Václav Laurin and Václav Klement founded their factory to produce velocipedes (bicycles)

1905

The two entrepreneurs introduce their first automobile, the Voiturette type A, a small two-seater. The brand is listed as Laurin & Klement

1907

The small factory is transformed into a joint-stock company. The L&K six-seater eight-cylinder type FF is introduced in the same year at the Paris Auto Show

1910

General interest in automobiles is on the rise. The cars from Mladá Boleslav are distributed all over the world. Even the Japanese Prince Higashi Fushimi orders one

1914

World War 1 brings car production close to a halt, with military ambulances and trucks predominantly leaving the factory gates

1922

The new Type A (later called Type 100) is introduced, symbolizing a new beginning. Its successor, the 110, sold nearly 3,000 cars (2,985)

1925

Laurin & Klement merges with ŠKODA, a machinery giant based in Pilsen. The company goes through a stage of modernisation

1926

The vehicles from Mladá Boleslav are now adorned with the winged arrow. The logo was registered in Plzeň already in 1923

1928

The plant is expanded, the old L&K types are joined by brand-new models. ŠKODA 4R and ŠKODA 6R are the first types missing L&K letters in its names

1930

The company undergoes reorganisation and a new entity is formed. The ŠKODA car factory gets the title ASAP, which means "Joint-Stock Company for the Automobile Industry"

1930s

It's an era of glitz and glam dedicated to the various versions of the Popular, Rapid, Favorit, and Superb. ŠKODA is the number-one Czech car manufacturer, seizing the world market

1934

The first ŠKODA Superb is presented to public with 6 cylinder and 55 Horsepower. One year later it wins a price for the most elegant car

1939

The product range changes again with the onset of World War II and the occupation of the country by Germany

1941

ŠKODA produces the Superb as a Kübelwagen (military utility vehicle) for the military during WW2. The factory is bombed out at the end of the war

1946

After the war a nationalisation process hits the Czechoslovakian economy and ŠKODA. The car factory gets additional branch plants from other companies, including in Vrchlabí and Kvasiny

1946

The product range is based on the pre-war car types. Manufactured models include the ŠKODA 1101 and 1102 "Tudor". Its name is phonetic for "two-door"

1952

An entirely new post-war model is introduced: the ŠKODA 1200 "Sedan", with a full-metal body in ponton shape

1964

ŠKODA decides to place their engines in the rear and the new drivetrain is unveiled in the MB 1000. This ŠKODA – the first with a monocoque body – is constructed in the plant newly built for this purpose

1968

ŠKODA reaches a year production level of more than 100,000 cars per year

1968

The "Prager Frühling" for a more liberal and democratic state is crushed down violently. Its as well noticeable in the economy

1969

The one-millionth ŠKODA rolls from the band at the factory in Mladá Boleslav

1970

The 110 R Coupé is admired in the East and West

1987

Back to the front: the new ŠKODA Favorit is designed by Nuccio Bertone and has his engine in front of the driver. Models are exported to over 70 countries

1991

16th of April: ŠKODA signs with Volkswagen AG, becoming the oldest brand of the group

1994

The one-millionth ŠKODA Favorit is made

1996

The new ŠKODA Octavia is unveiled – the first car developed entirely in cooperation with VW

1998

Škoda automobilová a.s. is renamed ŠKODA AUTO a.s.

2001

The first generation of the ŠKODA Superb rolls off the production line at the factory in Kvasiny

2004

ŠKODA sponsors the Tour de France

2008

The ŠKODA Superb II is officially launched on the market

2015

**A NEW
ŠKODA SUPERB
ERA BEGINS**

Chapter 5

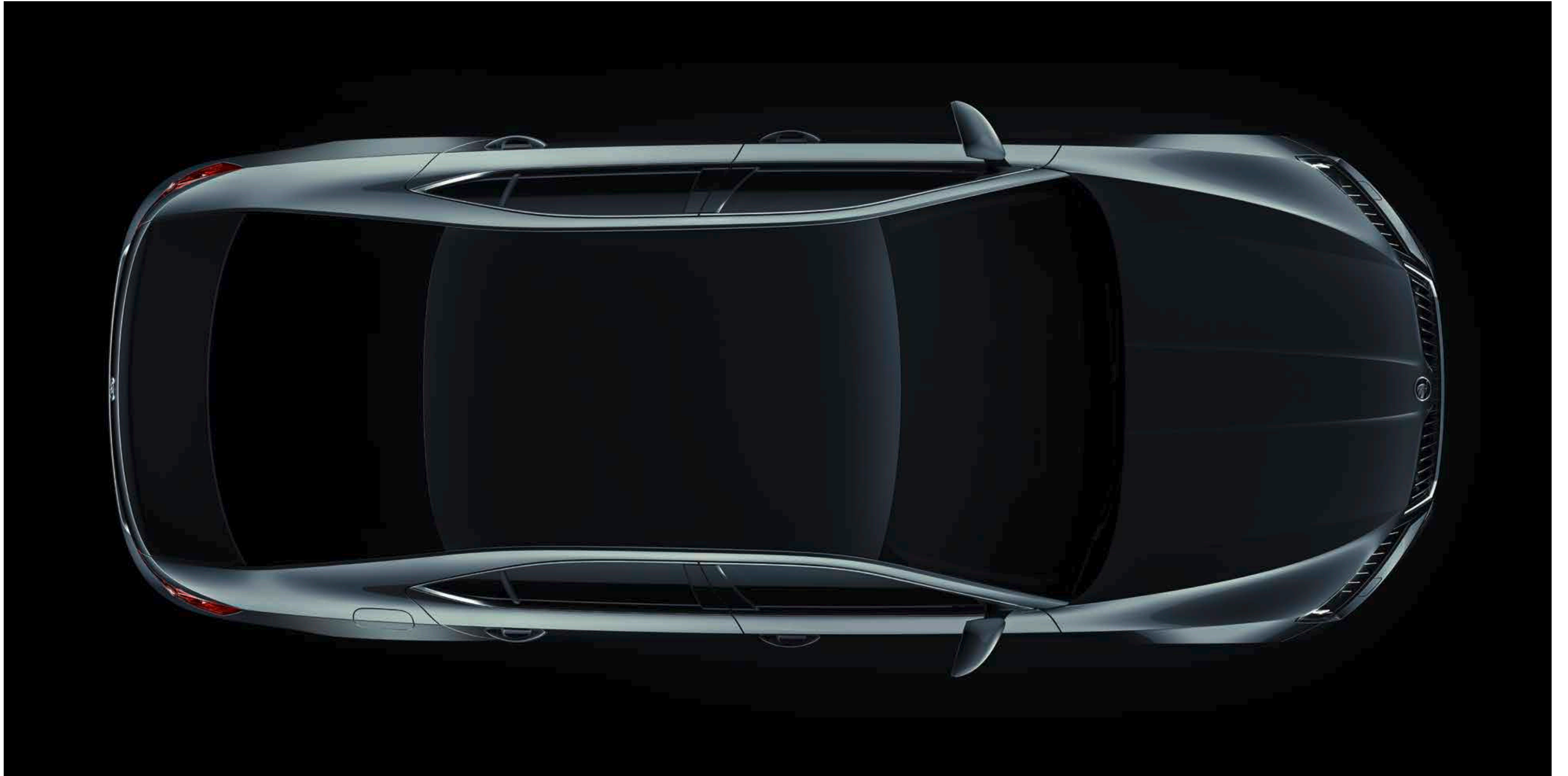
DETAILS



Violin 1
Superb Symphony
Louis Haydn
Musical Institute

Violin 2
Violin 1

**INSTRUMENTS ALONE CANNOT MAKE MUSIC.
MACHINES DON'T BUILD CARS. IT IS ALWAYS PEOPLE,
WITH THEIR INSTINCTS, PRECISION, AND
SKILL, THAT TRANSFORM COMPOSITION AND
PLANS INTO SOMETHING SPECIAL**



THE INVISIBLE Form and function merge into a perfect whole



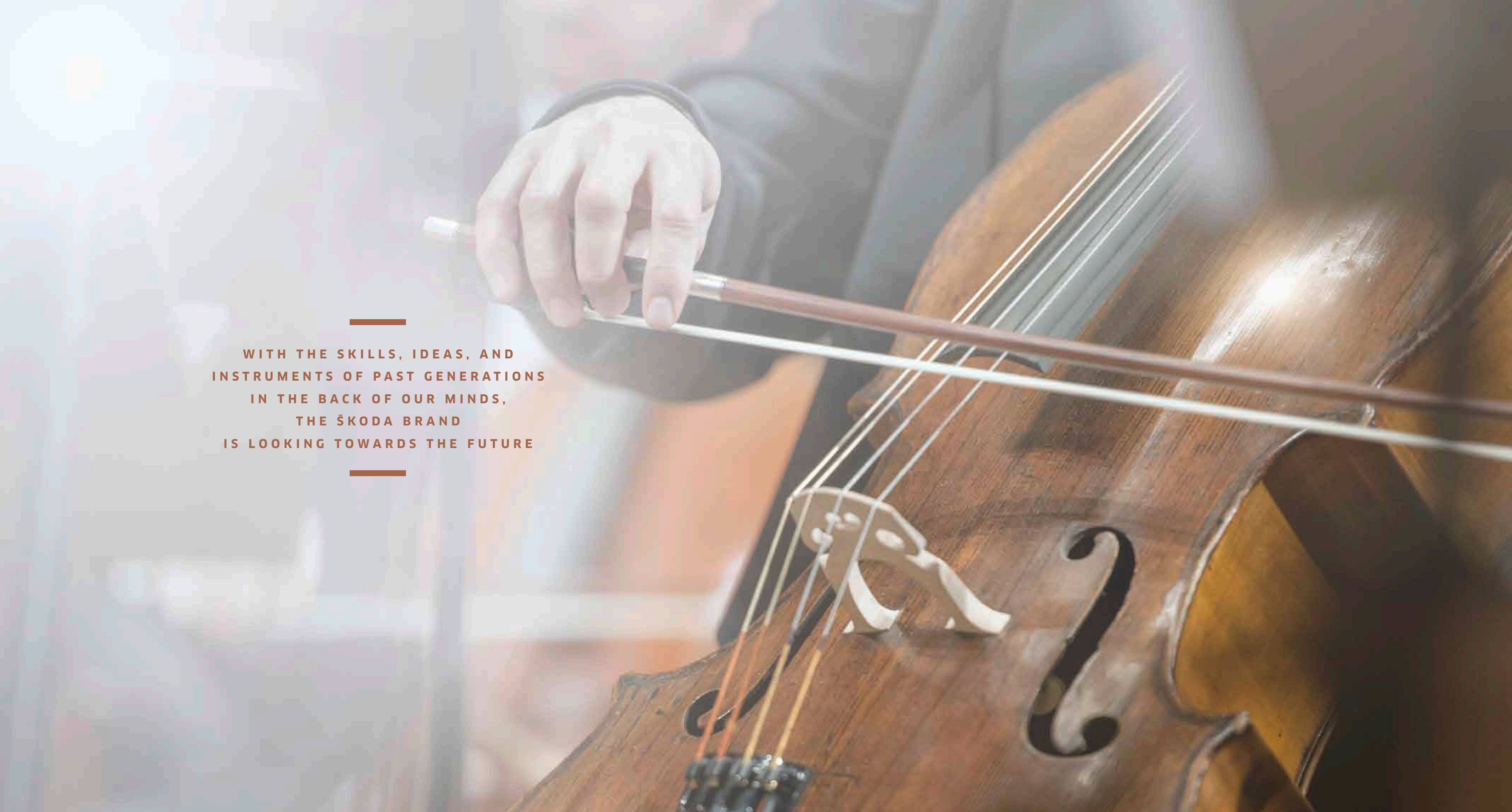
ŠKODA'S 120-YEAR AUTOMOBILE HISTORY SETS
A CONSISTENT TONE AT THE COMPANY:
THE NEW SUPERB IS A
PRELUDE TO A NEW INSTRUMENTALISM,
A NEW KIND OF MUSIC



THE GAZE The headlights are far more than just a source of light



THE FORM The composition of the lines moves those who behold it



—
WITH THE SKILLS, IDEAS, AND
INSTRUMENTS OF PAST GENERATIONS
IN THE BACK OF OUR MINDS,
THE ŠKODA BRAND
IS LOOKING TOWARDS THE FUTURE
—



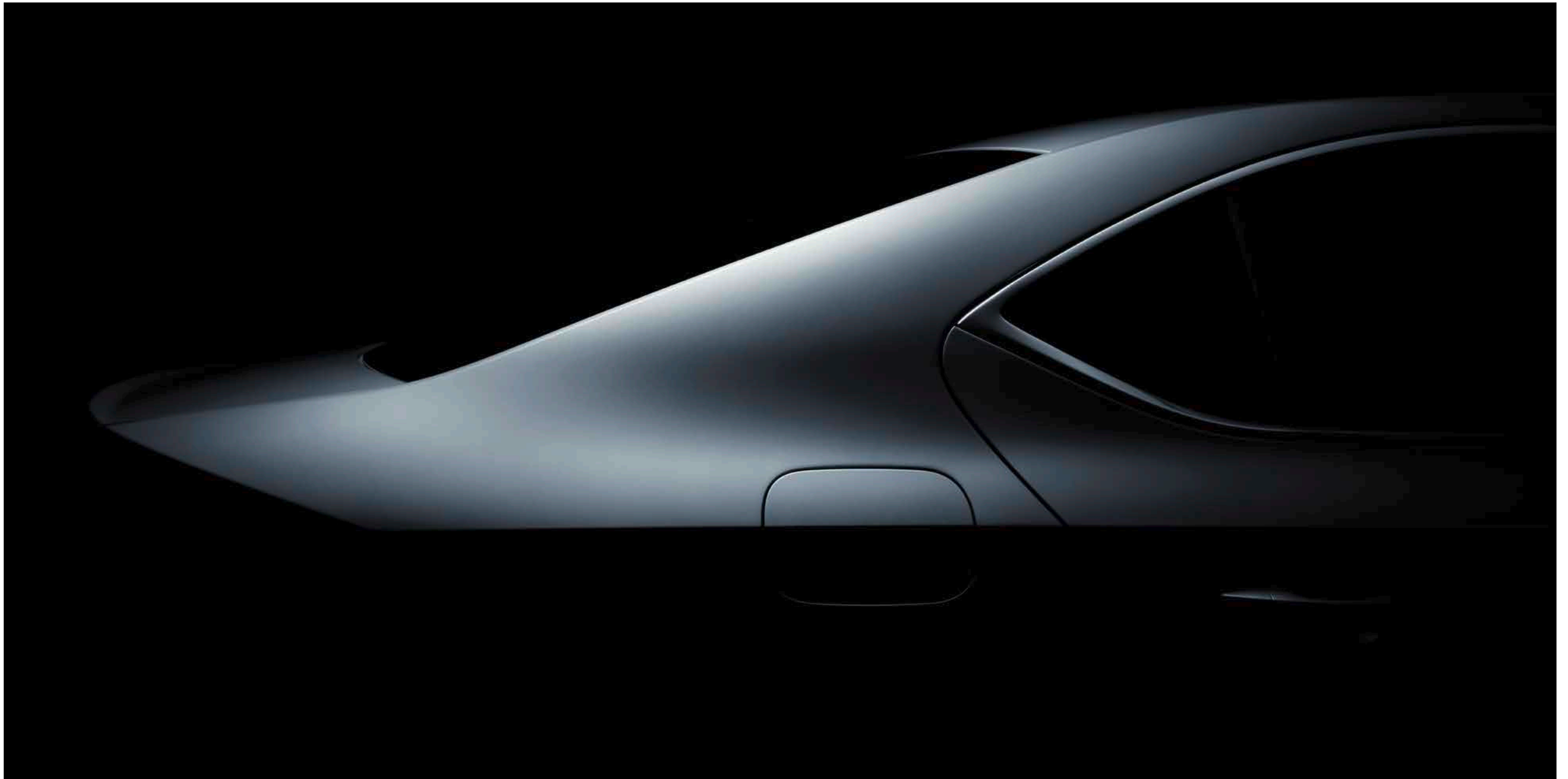
THE LIGHTS LED technology is combined with elements of Bohemian glassmaking



HISTORY IS ALWAYS PRESENT AT ŠKODA.
IT DOES NOT WEIGH THE COMPANY DOWN.
INSTEAD IT IS A PLEASANT COMPANION
AS WE MOVE INTO THE FUTURE



THE FACE The bonnet is a work of art, made from pressed steel



THE FUTURE Design, quality, and emotion: the new Superb marks the dawn of a new era



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