

# PRESS RELEASE

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## ‘INDIA 2.0’: Volkswagen Group invests one billion euros in project led by ŠKODA AUTO

- › Volkswagen Group is investing one billion euros in the implementation of the project
- › One of the largest investments in the Indian Automotive sector
- › Together, ŠKODA AUTO and Volkswagen will develop new models for the Indian market
- › The first model to appear as part of the project will be a mid-size SUV – to be showcased in 2020
- › Technical development of new products will take place in India

**Mladá Boleslav / New Delhi, 2 July 2018 – ŠKODA AUTO CEO Bernhard Maier and Gurpratap Boparai, Managing Director of ŠKODA AUTO India Private Ltd, announced details of the ‘INDIA 2.0’ project at a press conference in New Delhi today.**

Going forward ŠKODA AUTO is responsible for leading Volkswagen Group’s planned model campaign on the Indian market. Volkswagen Group is investing one billion euros towards the implementation of the project, primarily between 2019 and 2021. To ensure the products are perfectly suited to the Indian market, ŠKODA AUTO will set up an engineering centre in the country. All models designed and produced locally in India in the future will be based on Volkswagen Group’s MQB platform, which already fulfils the stricter legal requirements for India that come into force in 2020.

ŠKODA AUTO CEO Bernhard Maier said, “Experts predict that in the next few years India is going to become the third-largest automotive market worldwide. With our ‘INDIA 2.0’ project we are now creating the right conditions for sustainable growth there. Our objective is ambitious, but achievable: together with the Volkswagen brand, we are seeking a market share of up to five per cent in the long term, depending on market and segment development.”

Gurpratap Boparai, Managing Director of ŠKODA AUTO India Private Ltd, added, “With the ‘INDIA 2.0’ project, ŠKODA AUTO India and Volkswagen Group India are in an excellent position to optimally confront the dynamics of the Indian car market. In India, we will offer world-class products at prices that amount to a paradigm shift in the automotive industry. We will manufacture the new products on the localised MQB A0 platform, which already fulfils the stricter emission and safety standards that are expected to come into force in India in 2020.”

Initially, ŠKODA AUTO will develop the MQB A0 platform with a focus on India (MQB-A0-IN). In the second phase, ŠKODA will be assessing the possibility of exporting vehicles manufactured in India. ŠKODA and Volkswagen will develop several products based on this platform. The model campaign will begin in 2020 with a mid-size SUV.

To ensure that the planned models will fulfil the requirements of Indian customers, ŠKODA AUTO will develop these products at the world-class engineering centre which is part of the INDIA 2.0 project. Within the INDIA 2.0 Project, ŠKODA AUTO India plans to gradually create 4000 – 5000 new jobs.

ŠKODA AUTO India Private Ltd. currently offers four models on the Indian subcontinent: the OCTAVIA, SUPERB, RAPID and most recently the KODIAQ, which was launched in October 2017. The RAPID is manufactured at the Pune plant, while the OCTAVIA, SUPERB and KODIAQ models are produced in Aurangabad where the company headquarters are located. ŠKODA vehicles are sold in India through 70 dealerships and 70 service centres are available to customers.



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PHOTO

### **'INDIA 2.0': Volkswagen Group invests one billion euros in project led by ŠKODA AUTO**

ŠKODA CEO Bernhard Maier and Gurpratap Boparai, Managing Director of ŠKODA AUTO India Private Ltd, have announced details of the 'INDIA 2.0' project in New Delhi today. The first model to appear as part of the project will be a mid-size A0 SUV.

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Source: ŠKODA AUTO

## ŠKODA AUTO

- › Is one of the longest-established car manufacturers in the world. The company was founded in 1895 – during the pioneering days of the automobile. Today, the company's headquarters remain in Mladá Boleslav.
- › Delivered more than 1.2 million vehicles to customers worldwide in 2017.
- › Has been a part of Volkswagen Group since 1991. Volkswagen Group is one of the most successful vehicle manufacturers in the world. ŠKODA AUTO, in association with the Group, independently manufactures and develops vehicles, as well as components, engines and gear transmissions.

## ŠKODA AUTO India

- › Has been operating in India since November 2001 as a subsidiary of ŠKODA AUTO a. s. Czech Republic
- › ŠKODA AUTO India has 4 models on sale in India – ŠKODA SUPERB, ŠKODA OCTAVIA, ŠKODA RAPID and ŠKODA KODIAQ
- › Has a network of 70 sales and 70 service outlets across the country and has sold over 249,588 units since November 2001
- › For more information please visit [www.ŠKODA-auto.co.in](http://www.ŠKODA-auto.co.in)
- › ŠKODA India FB Page - <https://www.facebook.com/ŠKODAindia>
- › ŠKODA India corporate communications twitter Handle - <https://twitter.com/ŠKODAIndiaPR>

