



Škoda brand

“Simply clever” – Škoda brand vehicles are very popular all over the world

Škoda, a brand with one of the longest traditions in the automotive world, again generated record sales in 2007. The new Škoda Fabia is significantly more spacious than its predecessor.



Škoda Fabia

BUSINESS DEVELOPMENT

Škoda is one of the oldest automobile manufacturers in the world, with an impressive success story that goes back many years. In fiscal year 2007, the brand once again set

new records for all key performance indicators, thanks to its strategy of designing “simply clever” vehicles. The new Škoda Fabia made its debut: a vehicle that boasts a more spacious design than its predecessor while retaining virtually the same external dimensions.

A record total of 630 thousand Škoda vehicles were delivered in fiscal year 2007, up 14.6% on the previous year. The brand recorded rising sales figures on all major markets. It also achieved impressive growth rates in France and Italy. In 2007, Škoda successfully launched its vehicle range in the Chinese passenger car market.

Škoda brand unit sales improved by 10.2% year-on-year to 620 thousand units. There was not only a marked increase in sales of the Octavia series, but also in particular of Škoda Roomster models. The new Škoda Fabia was well received by the market.

In fiscal year 2007, Škoda produced 661 thousand units, 18.8% more than in the previous year. In November 2007, the first Škoda vehicles were produced in Kaluga, Russia.

Brands and Business Fields
 Volkswagen Passenger Cars
 Audi
 > Škoda
 SEAT
 Bentley
 Volkswagen Commercial Vehicles
 Financial Services

Škoda Roomster



SALES REVENUE AND EARNINGS

At €8.0 billion, sales revenue generated by the Škoda brand in fiscal year 2007 was 11.4% higher than in the previous year. This increase is mainly attributable to the record level of sales. Operating profit increased by €197 million to €712 million. This makes 2007 the most profitable year in the history of the brand. The operating return on sales was 8.9% (7.2%). In the future, Škoda will stay true to its proven recipe for success: developing “simply clever” vehicles that will continue the brand’s long-running success story.

ŠKODA BRAND

	2007	2006	%
Deliveries (thousand units)	630	550	+ 14.6
Vehicle sales	620	562	+ 10.2
Production	661	556	+ 18.8
Sales revenue (€ million)	8,004	7,186	+ 11.4
Operating profit	712	515	+ 38.4
as % of sales revenue	8.9	7.2	

PRODUCTION

Vehicles	2007	2006
Octavia	319,893	269,774
Fabia	243,576	240,051
Roomster	75,875	25,055
Superb	21,339	20,403
Fabia Praktik	0	1,064
	660,683	556,347



FURTHER INFORMATION
www.skoda-auto.com