



**ŠKODA Octavia
Media Launch**

MELBOURNE

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New ŠKODA Octavia
PRESS RELEASE - NOVEMBER 2013



New ŠKODA Octavia Ambition

PHOTOGRAPHIC PORTFOLIO



Octavia Ambition_01



Octavia Ambition_02



Octavia Ambition_03



Octavia Ambition_04



Octavia Ambition_05



Octavia Ambition_06



Octavia Ambition_07



Octavia Ambition_08



New ŠKODA Octavia Ambition Plus

PHOTOGRAPHIC PORTFOLIO



Octavia Exterior_01



Octavia Exterior_02



Octavia Ambition Plus_01



Octavia Ambition Plus_02



Octavia Ambition Plus_03



Octavia Ambition Plus_04



Octavia Ambition Plus_05



Octavia Ambition Plus_06



Octavia Ambition Plus_07



Octavia Ambition Plus_08



Octavia Ambition Plus_09



Octavia Ambition Plus_10



Octavia Ambition Plus_11



Octavia Ambition Plus_12



Octavia Ambition Plus_13



Octavia Ambition Plus_14



Octavia Ambition Plus_15



Octavia Ambition Plus_16



Octavia Ambition Plus_17



Octavia Ambition Plus_18



Octavia Ambition Plus_19



Octavia Ambition Plus_20



Octavia Ambition Plus_21



Octavia Ambition Plus_22



Octavia Ambition Plus_23



Octavia Ambition Plus_24



New ŠKODA Octavia Elegance

PHOTOGRAPHIC PORTFOLIO



Octavia Elegance_01



Octavia Elegance_02



Octavia Elegance_03



Octavia Elegance_04



Octavia Elegance_05



Octavia Elegance_06



Octavia Elegance_07



Octavia Elegance_08



Octavia Elegance_09



Octavia Elegance_10



Octavia Elegance_11



Octavia Elegance_12



Octavia Elegance_13



Octavia Elegance_14



Octavia Elegance_15



Octavia Elegance_16



Octavia Elegance_17



Octavia Elegance_18



Octavia Elegance_19



Octavia Elegance_20



Octavia Elegance_21



Octavia Elegance_22



Octavia Elegance_23



Octavia Elegance_24



Octavia Elegance_25



Octavia Elegance_26



Octavia Elegance_27



Octavia Elegance_28



Octavia Elegance_29



The new ŠKODA Octavia: a class of its own

- 'HEART OF THE BRAND' NEW OCTAVIA OFFERS A EUROPEAN DESIGNED MID-SIZED VEHICLE AT SMALL CAR PRICE
- BENCHMARK IN TERMS OF ROOM FOR OCCUPANTS AND THEIR LUGGAGE
- AVAILABLE IN SEDAN AND WAGON MODELS
- REFINED APPEARANCE: CLEAR, PRECISE AND TIMELESS DESIGN
- TOP SAFETY PACKAGE: NEW ASSISTANCE SYSTEMS
- POWERFUL AND EFFICIENT ENGINES: 121 G/KM CO₂
- INNOVATIVE COMFORT AND INFOTAINMENT SYSTEMS
- FUNCTIONALITY: 'SIMPLY CLEVER' SOLUTIONS MAKE LIFE IN THE CAR EASIER

Melbourne, November 2013 - The new ŠKODA Octavia sets new standards in the mid-size segment. The Octavia's third generation more than ever confirms the car's unique position in the medium car segment: impressive new design, high functionality, innovative safety and comfort systems, low fuel consumption, a range of 'Simply Clever' solutions and a ŠKODA-typical price-value ratio.

Available as both a sedan and a wagon, the new Octavia has grown significantly in length and width compared to its predecessor. The new model is 90 mm longer and 45 mm wider than the second-generation Octavia. At the same time, the wheelbase has grown by 108 mm, mainly benefiting the interior and space on the rear seats.

The Octavia offers more interior length (1,782 mm), more knee room (73 mm) and more headroom at the back (980 mm) than the previous model and many of its competitors. Boot space is also a key feature of the new Octavia with 568 litres for the sedan and 588 litres for the wagon. Other interior dimensions have also increased significantly compared to the Octavia's second generation: rear head room: + 16 mm, front elbow width: + 39 mm, rear elbow width: + 26 mm.

Offering customers a choice of standard equipment, the new Octavia is available in three specifications. The entry-level Ambition specification includes standard features such as seven airbags, multicollision brake, ESC and Bluetooth phone connection. Adding to the Ambition fit-out, Ambition Plus also receives 17-inch 'Denom' alloy wheels, cruise control and rear parking sensors. Range-topping Elegance specification receives standard inclusions such as 18-inch 'Golus' alloy wheels, leather trim, Columbus integrated satellite navigation unit and privacy glass, offering a high level of standard equipment usually found on more expensive luxury cars.

In developing the new ŠKODA Octavia, an important goal was to make the car even safer. Accordingly, ŠKODA engineers developed a host of cutting-edge safety systems for the new Octavia including Front Assist/emergency braking function, multicollision- braking/automatic brake actuation in an accident, Passenger Protect Assist/preparation of the vehicle if a potential accident situation is detected or Driver Activity Assist (fatigue detection). These systems help avoid accidents or mitigate their consequences for occupants and other road users.



The new ŠKODA Octavia: a class of its own (Cont'd)

In addition, a precise chassis, a long wheelbase and a rigid and light body structure combine to ensure extremely stable handling in ŠKODA's most recent offspring. In the event of an accident, a comprehensive package of passive safety elements provides optimum protection for driver and occupants. In the area of passive safety, up to nine airbags, finely interacting with three-point safety belts, shield occupants from injury. Driver knee airbags (standard) and rear side airbags (standard for Ambition Plus and Elegance models) are available for the first time in a ŠKODA Octavia. Based on extensive safety testing, ANCAP have awarded the Octavia a 5-star rating.

Significant improvements in the ŠKODA Octavia's consumption and emission figures have been made thanks to newly developed petrol and diesel engines, a low drag coefficient and reduced vehicle weight. Two petrol engines with cutting-edge TSI technology making 103kW and 132kW, and one modern TDI common-rail diesel engine with 110kW are available in both Octavia sedan and wagon variants, coupled with either a modern manual or automatic DSG transmission.

Despite its increased size and larger amount of technology on board, ŠKODA engineers have still succeeded in making the car up to 100 kilograms lighter than the ŠKODA Octavia's second generation. This was achieved thanks to resolute lightweight engineering, a progressive body design, utilisation of high- and ultra-tensile steel and a careful selection of materials.

In addition, the new ŠKODA Octavia offers numerous new comfort functions previously only available in luxury cars. Available for the first time in a ŠKODA is the Adaptive Cruise Control, which automatically maintains a pre-set distance to the car ahead. The convenient Automatic Parking Assist makes parking the Octavia easier than ever.

Driving Mode Selection enables drivers to set certain vehicle driving characteristics at the push of the button. Another first is the electric panoramic sliding/tilting sunroof: a transparent panorama roof enhancing comfort and wellbeing on board the Octavia. The new Octavia is also available with KESSY (Keyless-Entry-Start-and-Exit-System), the automatic door- and ignition-lock system.

The new ŠKODA Octavia impresses with an all-new generation of radio and radio navigation systems. Touch displays with proximity sensors and swiping functionality will be available in higher-level systems, while the new CANTON sound system included in the optional Tech Pack, and an acoustically optimised passenger space provide pure listening pleasure.



The new ŠKODA Octavia: a class of its own (Cont'd)

As in every ŠKODA, life for occupants is made easier by a range of 'Simply Clever' features in the new Octavia. Depending on trim level, the following items are available either as standard or as an option. They include foldable cargo elements for the boot, enabling safe anchoring of objects on the floor, a double-sided floor covering in the boot, a warning vest holder located underneath the driver's seat and a rubbish bin inside the door panel. A multimedia holder has space for an iPod, a mobile phone and the like. A large overhead sunglasses compartment is just one of many storage bays, holders and hooks that make for an intelligent and clean organisation of interior and baggage space of the new ŠKODA Octavia. Also on board are the fuel-error prevention function and a boot cover folding away behind the rear seats.



The new ŠKODA Octavia: Safety on the highest level

- ENHANCED SAFETY THANKS TO INNOVATIVE ASSISTANCE SYSTEMS SUCH AS MULTI-COLLISION BRAKE, FRONT ASSIST AND DRIVER ACTIVITY ASSIST (FATIGUE DETECTION)
- NEWLY DEVELOPED CHASSIS IMPROVES HANDLING
- INCREASED BODY STIFFNESS DESPITE REDUCED WEIGHT
- 5-STAR ANCAP RATING

A central objective in the development of the new ŠKODA Octavia was to make the vehicle even safer. The new model features a whole range of innovative systems that previously were the preserve of the luxury class: from the Front Assist to the proactive occupant protection Passenger Protect Assist. In case of a collision, a comprehensive package of passive safety elements is ensuring the best possible protection of both the driver and the passengers. The newly developed, precise chassis, the long wheelbase and the solid and light-weight body structure contribute to stable handling. The new Octavia has also been awarded a 5-star safety rating based on crash tests conducted by ANCAP.

"Safety for the occupants is the top maxim in the development of new vehicles," says Frank Welsch, ŠKODA board member for technical development. "In the Octavia, we raised the existing safety level, which was already very good, to a whole new plane. Never before have the driver and the passengers been as safe in a ŠKODA as in the new Octavia," says Welsch.

Innovative assistance systems for even more safety

The portfolio of safety assistance systems for the new ŠKODA Octavia is extremely diverse. All systems have in common that they do not patronise the driver, but leave them in charge of driving the vehicle. However, they do make safe driving easier in many day-to-day and also in less common traffic situations.

After a collision in traffic, there is quite often the risk of a further collision, meaning a second impact (be it with the vehicle ahead, another road user, or with obstacles such as crash barriers and trees). The Multi-Collision Brake, available for the first time in a ŠKODA and standard across the range, works to prevent this. The Multi-Collision Brake automatically slows the vehicle after a detected collision – even if the driver no longer presses the brake pedal. A further collision is avoided and/or the speed at which the further collision takes place is reduced. The Multi-Collision Brake is a component of the Electronic Stability Control ESC. It slows down the car up to a residual speed of 10 km/h. Activation of the Multi-Collision Brake switches on the hazard flashers and the brake lights. The driver can override the system at any time by pressing the accelerator or initiating an emergency stop of his own volition. German automotive club ADAC recently presented the Volkswagen-developed Multi-Collision Brake with a safety innovation award.



The new ŠKODA Octavia: Safety on the highest level (Con't)

Another debut in a ŠKODA is that of the Front Assist in the new Octavia. The Front Assist becomes active in case of an imminent head-to-tail collision. Just as with the Adaptive Cruise Control comfort feature that is also available in the ŠKODA Octavia, the Front Assist uses a radar sensor integrated into the front end to continuously measure the distance to the vehicle ahead. The system works in four stages: the smaller the distance to the vehicle ahead becomes, the stronger the Front Assist acts. The first stage is a visual warning alerting to insufficient distance. The next stage warns both visually and acoustically of an approaching obstacle and prepares the braking system. As a main warning, the third stage triggers a brief jerking of the brakes and then initiates the automatic partial braking. The highest stage finally turns the braking Assist to the highest sensitivity for automatic application of the brakes. If the driver does not react at all, an emergency braking takes place. This way, the system can reduce the severity of the accident and may, depending on the situation, even prevent a collision entirely.

In a speed range of 5 to 30 km/h, the Front Assist works in conjunction with the City Emergency Braking Function to bring the Octavia to a full stop automatically if the driver does not react to an obstacle in the vehicle's path. The City Emergency Braking Function achieves a deceleration of 8 m/s² in case of maximum risk of collision.

Driver fatigue is one of the most frequent causes of accidents. The Driver Activity Assist (fatigue detection), available for the first time in the new ŠKODA Octavia and standard on Ambition Plus and Elegance models, can reduce this problem. Based on observed steering behaviour, the system recognises deviations from normal handling and hence a weakening of the driver's concentration. The system analyses the steering behaviour 15 minutes after the engine has been started provided speed is more than 65 km/h, and stores the result as basis for a signal. A significant deviation from the characteristic steering behaviour will indicate fatigue of the driver triggering a visual message in the cluster instrument – "fatigue detected - please take break" – recommending a pause.

In the Passenger Protect Assist pro-active occupant protection, ŠKODA makes another system available in the new ŠKODA Octavia that was hitherto mainly used in luxury vehicles. Available as standard safety equipment on the Ambition Plus and Elegance models, the Passenger Protect Assist 'prepares' the driver and the passengers for an impending accident: In case of a detected risk – for instance, emergency braking or a driving situation rated critical – the system pre-tightens the seat belts for both the driver and the passengers. In addition, the system closes the side windows (except for a remaining gap) and the sunroof in case of critical instable driving situations such as in strong oversteering or understeering with triggering of the ESC. This is done to prevent objects from entering the car.



The new ŠKODA Octavia: Safety on the highest level (Con't)

Comprehensive protection in a collision

Unfortunately, not even the best safety systems can prevent each and every accident. If, despite all precautions, a collision or impact occurs, the new ŠKODA Octavia provides driver and passengers with the best possible protection available. For the first time, the Octavia features a knee airbag for the driver (standard) as well as rear side airbags (standard on Ambition Plus and Elegance model lines). Up to nine airbags protect the occupants from injuries in a finely adjusted interaction with the 3-point seatbelts, providing comprehensive protection from injury.

All occupants are secured with 3-point seat belts (height-adjustable in the front) with pre-tensioners (in the rear, optional in combination with side airbags). Integrated belt force limiters reduce forces to an occupant's chest. For increased child safety, the new Octavia comes Isofix-ready and Isofix child seats will be able to be fitted using apposite mounts on the backseat and also with an additional top safety belt, the so-called TopTether.

Safety features such as the anti-skid program Electronic Stability Control (ESC) including the Multi-Collision Brake, seven airbags and Daytime Running Lights come as standard. ESC is triggered in critical driving situations and systematically prevents the vehicle from becoming unstable.

Improved axles, longer wheel base make for a modern chassis

Stable handling with high agility in curves and balanced suspension comfort were the objectives of the ŠKODA Octavia's chassis developers. The result is a stable, balanced chassis that optimally fulfils all safety and comfort requirements.

The chassis of the new Octavia uses one of two types of rear axle. Petrol engine versions with up to 103 kW and diesel engines up to 110 kW come with a newly designed torsion beam rear axle. More powerful engines use a newly developed multi-link rear axle.

The torsion beam rear axle consists of a cross-section open at the bottom in which an inlay sheet is welded in at the end. The inlay sheets are of different lengths so that different torsion rates can be achieved. In comparison to a welded-in tubular stabiliser, this design leads to a significant weight advantage. The torsion beam rear axle weighs 38 kg, that is 15 kg less than the rear axle previously used in the Octavia – with increased rigidity and improved roll-steer behaviour.



The new ŠKODA Octavia: Safety on the highest level (Con't)

The multi-link rear axle was also systematically improved, especially with an eye on the weight. Use of high-strength steel as well as structural improvements in a large number of components reduced weight by 4 kg to a current 49 kg. The underlying design principle with its systematic separation of longitudinal and transverse rigidity assures excellent comfort and handling characteristics.

At the front, the new Octavia features a MacPherson front axle (struts) with a newly developed wishbone at the bottom. High-strength steel for the wishbone and an innovative bionics design approach at the rocker pivot contribute to both weight savings and stability. The auxiliary frame mounted centrally on the front axle is designed for the highest transverse rigidity. Overall, 2.8 kg of weight have been saved in the front axle.

The wheel base of the new ŠKODA Octavia has grown by 108 mm in comparison to its predecessor. This significantly larger distance between the front axle and the rear axle additionally has a positive effect on the vehicle's road handling stability.

Safe and lighter-weight body due to innovative manufacturing methods

Innovative use of high-strength and highest-strength steels as well as new manufacturing methods have resulted in a body for the new ŠKODA Octavia that is not only lighter but also sturdier than that of its predecessor. Approximately a quarter (26.1 per cent) of the safety architecture consists of hot formed, highest-strength steels. These components are up to six times stronger than common deep-drawing steels and are up to four times as strong as conventional high-strength steels. They are created by heating steel at high temperatures (approx. 950 degrees Celsius), forming it while it is still glowing, and then cooling it down to 180 degrees Celsius within 5.5 seconds. The advantage is that components are made to be considerably thinner than before for the same crash resistance - this saves weight and leads to fuel savings in the new ŠKODA Octavia.



Efficient and powerful: the engines for the new ŠKODA Octavia

- TWO PETROL ENGINES AVAILABLE FOR THE ŠKODA OCTAVIA -THE 103 KW 1.4 TSI AND 132 KW 1.8 TSI
- DIESEL VERSION WITH 2.0 TDI/110 KW: TOP VALUE OF ONLY 129 G CO₂ EMISSIONS PER KM WITH START/STOP AND BRAKE ENERGY RECUPERATION

The third generation of the ŠKODA Octavia uses a newly developed generation of modern petrol and diesel engines. Compared with their predecessors, fuel consumption and emission values of the engines are lower by up to 20 per cent. All in all, there will be three engine versions available: two TSI petrol engines and one TDI common-rail diesel engines.

The range of available engines for the new ŠKODA Octavia includes three units, from the 1.4 TSI/103 kW to the top performance engine, the 1.8 TSI with an output of 132 kW.

An economical TDI version is on offer too which comes standard with a start/stop system and brake energy recovery via the alternator. The diesel version of the new Octavia, a 2.0 TDI with a power output of 110 kW, has a CO₂ emission value of only 129 g/km and uses less than 4.9 litres diesel for 100 km.

Two petrol engines with 103 and 132 kW

The petrol engines in the new ŠKODA Octavia are all turbocharged and direct-injection TSI engines with a four-cylinder, four-valve layout.

The 1.4 TSI with 103 kW can be combined with a manual six speed gearbox or an automatic DSG seven-speed transmission. Fuel consumption of the 1.4 TSI is 5.2 l/100 km and CO₂ emissions are 121 g/km in combination with DSG transmission. The engine achieves its maximum torque of 250 Nm at 1,500 to 3,500 rpm.

The highest-performance petrol engine for the Octavia is the 1.8 TSI with 132 kW. Maximum torque of 250 Nm is available between 1,250 and 5,000 rpm. In combination with a 7-speed DSG direct shift gearbox, combined-cycle fuel consumption is 5.9 l/100 km and emissions are 136 g CO₂ per kilometre.

TDI diesel engine with 320 Nm

The diesel engine for the new Octavia is the 2.0 TDI with 110 kW. It is a turbocharged TDI direct injection engine with four cylinders and four-valve technology. This high-performance engine with a six-speed DSG achieves excellent environmental values with a fuel consumption of only 4.9 l/100 km and CO₂ emissions of 129 g/km. Start/stop with brake energy recuperation comes as standard in the diesel model. In addition, the engine impresses with its outstanding smooth running characteristics and makes its maximum torque of 320 Nm available as low as between 1,750 and 3,000 rpm.



Efficient and powerful: the engines for the new ŠKODA Octavia (Con't)

Technology highlights of the new generation of engines

The 103TSI petrol engine of the new Octavia belongs to Volkswagen Group's EA211 model series whilst the 132TSI forms part of the EA888 series. These TSI four-valve four-cylinders set new standards regarding energy efficiency, lightweight design and pulling power. Reduced internal friction and weight as well as optimised thermal management provide for up to 19 % lower fuel consumption and emissions.

The EA211 engines are a completely new development. Compared to its predecessor the EA111, the EA211 series is significantly more compact, with installation length 50 mm shorter, thus offering more interior space. The installation position of the engines has also been optimised. Just as in the diesel, the petrol engines are now mounted with the exhaust side facing backwards and tilted at an angle of 12 degrees.

The weight of these petrol engines made of die-cast aluminium is only 106 kg for the 1.4 TSI. Compared to the EA111 predecessor engines used in the Octavia, this is a reduction of up to 22 kg. The crankshaft alone became lighter by 20 per cent; the connecting rods lost 30 per cent of their weight. In addition the connecting rod bearing journals are now hollow-drilled and pistons now come with flat bottoms, all of them optimised for lower weight.

Regarding thermal management, the EA211 petrol engine is equipped with a modern dual-circuit cooling system. That means that a high temperature circuit with a mechanically driven cooling pump cools the basic engine, while a low temperature circuit flows through the intercooler and the turbo-charger casing. The cylinder-head circuit heats the cabin's interior. The exhaust manifold is integrated into the cylinder head, enabling the engine to warm up more quickly, in turn making heat available quickly for the passenger cabin. At high loads, the exhaust is cooled by the coolant, lowering fuel consumption.

The particularly economical diesel engine is from the EA288 model series. Compared to the previous generation, the fuel consumption of the new engine is lower by up to 0.8 l/100 km. Exhaust-relevant components, such as the injection system, the charging and the intercooling systems have been improved. Components for exhaust-gas after treatment, such as the oxidation catalyst and the diesel particulate filter, are now located closer to the engine. Piston rings with a lower pretension and particularly low-friction roller contact bearings are used for the camshaft to reduce friction in the engine.

The new diesel engines also feature innovative thermal management. During the warming-up phase of the engine, separate circuits cool the cylinder head and the engine block, enabling the engines to reach their operating temperature much faster and the interior warms up much more quickly in winter.



The new ŠKODA Octavia: Commanding, dynamic and timelessly elegant

- SPORTING THE NEW ŠKODA DESIGN, THE OCTAVIA IMPRESSES WITH DISTINCTIVE PROPORTIONS
- STRONG SHOWING IN THIRD GENERATION: LARGER, MORE DYNAMIC, MORE ASSERTIVE
- CLASSY, CLEAR AND PRECISE INSIDE AND OUT – PERFECTION DOWN TO THE LAST DETAIL

The new ŠKODA Octavia makes its mark in its segment in every possible way. The team around ŠKODA's chief designer Jozef Kabaň has designed a vehicle that triggers immediate attention. In comparison to its predecessor, the car has grown and has become more commanding, more distinctive and more dynamic. As never before, the ŠKODA Octavia stands out from the crowd.

Every line and joint evidences the attention to detail. The teams from design, development and production have left nothing to chance. "Perfect proportions, highest precision, clear lines and sharp edges - the new ŠKODA Octavia is the impressive embodiment of the new design language of the brand," says Frank Welsch, ŠKODA board member for technical development.

Concentration on the essentials has been the motto: to a large extent, the vehicle does without decorative elements. The Octavia does not need any 'gimmicks'. Instead, it displays its value through attractive shapes, precision and elegance in its appearance. "By being clear and concentrating on the essential, we have endowed the Octavia with a new quality," says Jozef Kabaň. "The harmonious proportions are what makes the car, not overloaded decorations."

The front end of the ŠKODA Octavia - more commanding and distinctive than ever

The front end of the car shows class, is commanding and assertive - without appearing pretentious. Accentuating details and emphasising horizontal lines has made the front end border on the prestigious. At the same time, the 'face' of the Octavia can be recognised unmistakably as that of ŠKODA by its characteristic shapes and the arrangement of design elements such as the radiator grille, the logo and the headlights.

The new ŠKODA logo has been placed prominently on the bonnet - the "premium location," as designers call it. At the same time, the logo is the origin of almost all the lines of the car. The logo already represents the ultimate in precision and clarity: it shows the finely detailed finned arrow in chrome on matte-black background, surrounded by a fine chrome line.

Together with the grille, the distinctively shaped headlights form a closed, characteristic front-end graphic. With their precisely worked-out, sharply cut form and thanks to their horizontal arrangement, the car's completely redesigned headlights emphasise the width of the front-end of the Octavia. At the same time, the skilful design of the headlights again emphasises the subject of precision. The type of the surface finish and the working of precisely cut edges resemble that of cut glass. Deliberate variations on such crystalline design elements emphasises the roots of the vehicle in the Czech Republic, a country with a great tradition in crystal glass.



The new ŠKODA Octavia: Commanding, dynamic and timelessly elegant (Con't)

The vertical lines of the radiator grille fins continue in the vertical light lines of the bi-xenon headlights, including LED daytime running lights. This aesthetically pleasing continuation of the lines is reminiscent of eyelashes in their gracefulness and provides the new Octavia with a unique 'face'.

The front fog lights fulfil an important optical function as they combine with the headlights to form a cloverleaf shape. This emphasises the "likeable" appearance of the new Octavia. The air intake with its honeycomb grille is located between the front fog lights. This structural arrangement provides functional advantages and makes the new Octavia sporty, youthful and fresh.

The commanding bonnet also conveys solidity and value. Shaped three-dimensionally, it elevates the front part of the vehicle and strengthens the appearance of the overall vehicle.

Dynamic side profile

In comparison to the predecessor model, the side of the new ŠKODA Octavia is clearly sportier and more dynamic. "We strengthened the proportions," said Jozef Kabaň. The wheelbase is 108 mm longer than that of its predecessor model (2,686 mm vs. 2,578 mm). The front overhang is 886 mm, which is 29 mm less than in the Octavia II. The vehicle thus gains in dynamic appearance. Total length of the vehicle is 4,659 mm, which is an increase of 90 mm when compared to the predecessor. With 140 mm ground clearance, the wagon sits 2 mm higher than the sedan. The C-pillar, pulled far back, clearly separates the vehicle from traditional 3-box design. This does not compromise interior space, on the contrary: interior space has increased in comparison to the second-generation Octavia.

The sharp Tornado line also emphasises the powerful appearance of the new Octavia, stretching the car visually and emphasises its coupé-like silhouette. The angled rear window amplifies the effect. Sharp lines mark changeovers in the surface areas, creating another reference to crystalline design. The Tornado line emphasises the dynamic sculpture of the ŠKODA Octavia and creates an effective contrast of light and shadow. The designers visually "broke up" the lower areas of the vehicle's sides. The so-called 'Light-Reflecting Surface' brings dynamism and airiness to the side view. The line required for this effect runs from the front of the vehicle all the way to the back and ends in the reflector element of the rear bumper.

A new, distinctive feature of the new ŠKODA Octavia is the upswept dynamic window line in the rear doors: a so-called 'fin'. Its effective design enables a sharply drawn side window graphic. Kabaň says: "This certain something extra provides the car with additional dynamism and ensures that the new Octavia is unmistakably distinctive, even from the side."



The new ŠKODA Octavia: Commanding, dynamic and timelessly elegant (Con't)

The rear - uncompromisingly clean style

The rear view of the new Octavia also embodies precision, top value and perfect proportions. Everything is in its proper place, arranged well and styled cleanly. The new ŠKODA brand logo is in the centre of the boot lid. The left side of the boot lid shows the ŠKODA company name, while the right side bears the Octavia model designation in new lettering.

The taillights graphic is typical of ŠKODA with its distinctive C-shaped lighting contour and has been executed in the new Octavia with brilliant consistency. For the first time, each taillight now features two C-shaped light strips that enhance the graphic effect.

In the optional Tech Pack, the strips are made from LED light strips. Crystal-like structures are visible in the taillights as well. As a supplement to the graphical arrangement of the lights, the new Octavia has two reflecting light strips. These 'cat eyes' run dynamically from the side of the vehicle into the rear area.

Another rear-view feature that is a characteristic of the brand are the two triangles on the left and right sides of the boot lid that are detailed with precise lines. They connect the graphics of the taillights with the boot lid. These triangles at the rear of new ŠKODA models are an elegant eye-catcher. A black diffuser forms the tail end, integrating technical elements such as parking assist sensors and the optionally available trailer hitch complete the exhaust system.

Fresh interior space

Clean styling, timeless elegance and above all, lots of space are evident in the interior of the new Octavia. Each ŠKODA stands for spaciousness. The designers were successful in providing this space with a new definition in the Octavia. Everything is aesthetically appealing, precise and refined, whether it is control elements or air intake vents, whether dashboard, steering wheels, gear shift levers, panels, door openers or power windows. The designers have completely revised the interior.

The interior of the Octavia impresses with its horizontal orientation and generous space offering. There is none of the traditional subdivision of the dashboard by means of decorative trims. This provides the interior with a fresh feeling. It also means that the front-seat passenger has an optimised view of the instruments. Jozef Kabaň says: "The driver and the passenger have virtually the same rights. Our motto is equal comfort for everyone aboard."



The new ŠKODA Octavia: Commanding, dynamic and timelessly elegant (Con't)

Centrally located in the centre console, beneath the hazard warning flasher switch, is the radio infotainment system with all the necessary menu buttons and knobs. The newly developed systems feature touch displays of up to 8-inches in size with proximity sensors, depending on the model. Underneath the infotainment module are the controls for the air conditioning system. Clarity and precision are a recurring theme in all aspects of all elements of the interior. The white-backlit instrument panel has been redesigned. For the first time, the multi-function display Maxi DOT in the centre of the instrument cluster of the Octavia can be ordered in colour.

The door panels in the new Octavia also provide a feeling of quality. In the upper equipment packages, for example, elegant decor trims flows into the door handles - almost like a sculpture. The power window controls are ergonomically easy to reach in the arms rests. On the driver's side, the electric mirror adjustment controls sit underneath the door handle.

Variety and individuality

Three equipment lines are available for the ŠKODA Octavia: Ambition, Ambition Plus and Elegance. Wheel sizes vary depending on the line (16, 17 or 18-inch, steel or alloy) as do interior colours (ranging from black cloth to black leather), decor choices, air conditioning, storage compartments, instrument clusters, infotainment or safety equipment.

Altogether, nine colours are available for the exterior: two solid paints in Candy white and Corrida red as well as seven metallic paints: Topaz brown, Race blue, Metal grey, Brilliant silver, Cappuccino beige, Moon White and Magic black with pearl effect.



The new ŠKODA Octavia sets standards in terms of space, comfort and functionality

- NEW OCTAVIA OFFERS SUPERIOR QUALITIES AT AN AFFORDABLE PRICE
- PLENTIFUL SPACE FOR BOTH OCCUPANTS AND LUGGAGE
- INNOVATIVE COMFORT AND INFOTAINMENT SYSTEMS

Since its first edition in 1996, the ŠKODA Octavia has been a unique vehicle in its segment and offers luxury qualities throughout. This is particularly illustrated by its spaciousness, the advanced technology and the high functionality of the model. The new ŠKODA Octavia impresses with spaciousness second to none, innovative comfort and modern- day infotainment systems.

One unique selling point of the ŠKODA Octavia is the combination of the elegant car shape with the practical advantages of a car with a large fifth door. "With its package, the Octavia is always a little 'more' car," says ŠKODA's chairman of the board, Prof. Dr. h.c. Winfried Vahland. "The new Octavia uncompromisingly continues this path. It points out the future direction of the brand and is more than ever a vehicle with luxury qualities at a compact price."

Benchmark in terms of space for occupants and luggage

The space available for occupants and luggage in the new ŠKODA Octavia is sure to impress. The interior length of the third generation ŠKODA Octavia has grown - in comparison to its predecessor - by 33 mm to 1,782 mm, while the legroom for the backseat passengers grew by 47 mm to now 73 mm. The headroom in the back was increased to 980 mm (Octavia II: 966 mm). The elbow width was also considerably increased, in the front by 39 mm to 1,454 mm, and in the rear by 26 mm to 1,449 mm. Similarly, the shoulder room was considerably optimised, in the front to 1,398 mm by adding 19 mm, and in the rear to 1,378 mm, an increase of 4 mm.

The boot volume of the new Octavia increased to 568 litres in the sedan and 588 litres in the wagon. The boot lid swings wide open and makes loading extremely easy.

At 699 mm (sedan) and 631 mm (wagon), the loading sill height is one of the lowest in the class.

In addition, the new Octavia offers higher variability with folding down passenger seat and the rear seat backrests that can be folded down from the boot. For the first time in a ŠKODA, the rear seat backrest can be folded down from the boot with the mere push of a button. With the backseats down, loading volume grows in the sedan to a maximum of 1,558 litres - an increase of 138 litres compared with the second generation Octavia.

At almost 4.66 metres, the new Octavia is 90 mm longer and, at 1.81 metres (without exterior rear-view mirrors) it is 45 mm wider than its predecessor. At the same time, the wheel base increased by 108 mm. The new Octavia features a wheel base of almost 2.69 metres. These new dimensions do not just provide for an impressive appearance, they also make the new Octavia extremely spacious.



The new ŠKODA Octavia sets standards in terms of space, comfort and functionality (Cont'd)

Innovative technology for more comfort in the Octavia

ŠKODA's goal has always been to make driving a car as safe and as comfortable as possible. To this end, the new ŠKODA Octavia provides a series of new comfort functions as well as numerous assistance systems for more safety.

The Adaptive Cruise Control is available for the first time in a ŠKODA and is available in the Tech Pack. Previously, automatic distance regulation was reserved primarily to vehicles of more upscale segments. Adaptive Cruise Control maintains a safe distance to the vehicle ahead at a selected speed, controlling the engine and actuating the brakes to automatically accelerate or decelerate as needed. The system combines a cruise control system with a distance controller.

A radar sensor in the front end of the vehicle provides the data. Adaptive Cruise Control works with manual transmissions and with automatic double-clutch transmissions DSG – at a speed range of 30 to 160 km/h. In the case of the Octavia with DSG, the vehicle can even be automatically slowed down all the way to a full stop.

Available in the Tech Pack is the most recent version of the Automatic Parking Assist. In addition to entering and exiting parking spots parallel to the traffic lane, it now supports entering parking spots backwards perpendicular to the traffic lane. This is how it works: The driver activates the system with the push of a button at speeds up to 40 km/h and then sets his turning signal depending on which side of the street he intends to park on. The system uses ultrasound sensors to detect available parking spaces. It then measures surrounding area for a sufficient size and determines the starting point for the parking maneuver, which it then performs automatically once the driver has put the car in reverse and presses the accelerator. Accelerating and braking is left to the driver, with the system handling all other tasks comprising the parking maneuver including steering the car along an ideal trajectory. If the driver accelerates to more than 7 km/h as the car enters the parking spot, or if the car encounters an obstacle, the systems stops the car via the emergency braking function.

The completely revised Intelligent Park Distance Assist offers enhanced functionalities. The system operates in combination with the Bolero infotainment radio or the Columbus infotainment navigation system. Thanks to special distance sensors, acoustic and visual notifications in the infotainment system are displayed showing the distance to the vehicle in front and in the rear. In doing so, the Intelligent Parking Assist will only display notifications in the direction of the car's motion.



The new ŠKODA Octavia sets standards in terms of space, comfort and functionality (Cont'd)

Driving a car is a personal matter. While one person may be taking it rather easy, another may prefer to drive the vehicle in a sportier manner. The Driving Mode Selection included in the optional Tech Pack, new to the brand and model, allows drivers to adjust certain handling characteristics in the new ŠKODA Octavia at the push of a button. Four driving modes are available: NORMAL, SPORT, ECO and INDIVIDUAL. Depending on the selected mode, a whole number of settings are changed, e.g. in the engine and DSG transmission control systems, coasting, power steering, Adaptive Cruise Control, bi-xenon headlight control or Climatronic A/C system.

The NORMAL mode allows for relaxed driving but also leaves leeway for dynamic driving. The SPORT mode provides for particular agility on the road, the power steering or the automatic shifting of the DSG transmission are accordingly adjusted to a direct and tight setting. The ECO mode leads to a lower fuel consumption, e.g. through shifting earlier, later throttle response and a more moderate setting of the A/C system. In the INDIVIDUAL mode, the driver can configure selected characteristics of the ŠKODA Octavia to his or her liking.

An extremely convenient feature is the KESSY (Keyless Entry Start and Exit System), available with the optional Tech Pack. The driver will still carry the key to the vehicle with them, but no longer needs to hold it in hand to open and start the ŠKODA Octavia. The KESSY control unit will recognise the key at a distance of up to 1.50 m from the car. If the driver operates the door handle or the hatch of the boot, the vehicle will unlock automatically. Starting the car is also done via the push of a button, located to the right of the steering column.

The electrically operated panoramic tilt/slide sunroof is available for the new ŠKODA Octavia as an option. The one-piece pane consists of tinted, heat-insulating glass and has a size of 821 × 981 mm. The glass reflects 92 per cent of the incoming heat and 90 per cent of the light. With the help of the electric motor, the panoramic roof can be tilted up or slid open to the rear. Upon opening, a wind-breaking element lifts up at the front edge to prevent a draft into the interior of the cabin and to reduce wind noise. Both driver and front-seat passenger can operate the panoramic roof via a combination rotary switch located centrally in the front in the roof liner. Eight different settings are available. In addition, the glass roof can be darkened as needed with a rolling mesh shade.

The new Octavia features a completely newly developed generation of A/C systems with significantly increased efficiency. The fully automatic Climatronic manages the cabin's interior temperature via a 2-zone control based on sun, air quality and humidity sensors. The sun sensor captures the intensity and direction of the sun's rays. The air quality sensor analyses the air quality. The humidity sensor allows operation of the A/C system's compressor in line with demand, the Climatronic turning the compressor on and off as needed. This leads to significant fuel savings.



The new ŠKODA Octavia sets standards in terms of space, comfort and functionality (Cont'd)

Contemporary infotainment with up to 8-inch touch screen

The new ŠKODA Octavia amazes with new infotainment technology: for the first time in a ŠKODA, advanced systems feature touchscreen with proximity sensor. Pure hearing pleasure is provided by the new CANTON sound system in the Octavia and the sound- optimised passenger space.

Above and beyond radio and navigation functions, all infotainment systems feature vehicle-specific settings, to be controlled via the 'CAR' button next to the screen. Depending on the vehicle's equipment, side windows, exterior rear-view mirrors, parking sensors, lights or central locking can be operated via the infotainment system.

Available in the Ambition model, the new Swing radio features a monochrome TFT display with a resolution of 310 × 70 pixels. Four loudspeakers are located in the front. To the left and to the right of the TFT display three buttons provide access to menus and 'Radio', 'Media', 'Phone' as well as 'Setup', 'Car' and 'Back' functions. This version offers a CD drive, a connection for a SD card and a Bluetooth function.

Standard in Ambition Plus, the Bolero radio/CD system features a 5.8-inch touch screen with colour display at a resolution of 400 × 240 pixels. The display features proximity sensors: As soon as a finger comes near it, the system switches automatically to operating mode. Pinch-to-zoom functions familiar from smartphones make operation easy. The Bolero radio system is equipped with FM/AM radio, four loudspeakers each, in the front and the rear, CD drive, USB and aux-in connections as well as an interface for SD cards. Bolero is available with Bluetooth multimedia device holder.

The Columbus radio navigation system leaves hardly any infotainment desire unfilled. Standard in the Elegance line, its 3D navigation display uses a large 8-inch touch screen with a resolution of 800 × 480 pixels. A DVD player (audio and video) takes the place of a CD player.

In addition, Columbus offers a screen with proximity sensors, media-in connection incl. Apple video functionality, menu guidance, eight loudspeakers, two SD card slots, Bluetooth high-end telephone functionality, voice control, JPEG viewer and an internal 64 GB flash memory.

All systems feature USB and aux-in interfaces – or a Media-In connection in the Columbus – located separately underneath the A/C operating panel. This prevents cable chaos.



The new ŠKODA Octavia sets standards in terms of space, comfort and functionality (Cont'd)

The CANTON sound system is available for particularly refined sound. The system comprises eight powerful loudspeakers in the side doors, one central loudspeaker located in the dashboard, as well as a subwoofer in the boot. Total power of the system is 570 watts.



The new ŠKODA Octavia: Simply Clever

- ELEGANT AS A SEDAN, VERSATILE AS A WAGON
- ABOVE-AVERAGE SPACE OFFERING, HIGH UTILITY
- PRACTICAL: MANY 'SIMPLY CLEVER' SOLUTIONS ON BOARD SUCH AS A RUBBISH BIN IN DOOR TRIM AND A DOUBLE-SIDED FLOOR MAT
- CARGO ELEMENTS ENSURE ORDER AND SAFETY IN THE BOOT

The third generation of the Octavia is a 'Simply Clever' car all the way through. This is embodied by the package of an elegant sedan with a large fifth door as well as the added space offering of the wagon model, both sharing many ingenious features.

"Life is complicated enough," says Frank Welsch, ŠKODA's board member for technical development. "Our goal is to make the time our customers spend in the car as easy and practical as possible. For this reason, 'Simply Clever' is more than just a slogan for ŠKODA. 'Simply Clever' is lived throughout the company and is a governing line in our development work."

A truly 'Simply Clever' feature is the combination of an elegant sedan car shape with the practical advantages of a vehicle with a large fifth door, which is unique in the segment. "This package again sets the Octavia apart in this segment and makes it unique," says Welsch. "Our customers expect a new Octavia to always be a bit of an 'extra car', and rightly so. The third generation meets these expectations once again in an impressive manner."

For those customers who require even more storage space, the Octavia wagon offers further practicality. In both models, a whole range of 'Simply Clever' features ensures this: be it innovative cargo fastening elements or numerous fastening locations - the new Octavia has become even more practical, more functional and more ingenious.

From A - Z, the functionality of the interior has been thought out even more thoroughly. A multimedia holder in the cup holder of the centre console makes room for a mobile phone or iPod. There is a rubbish bin for the storage area in the door and there is also no lack of cup holders. Up to eight bottles can be put into holders designed specifically for them. One 1.5 litre bottle in each of the two front doors, two 0.5 litre bottles up front in the centre console, one 0.5 litre bottle in both rear doors and optionally, two 0.5 litre bottles in the folded-down rear centre armrest.

The developers at ŠKODA came up with extremely clever ideas for the boot of the Octavia. For the first time ever, the Octavia has a double-sided floor mat in the boot: during normal use, a high-quality carpet ensures comfort and provides a pleasant appearance. However, when transporting dirty items like sport shoes or equipment, the carpet is simply turned over, offering a dirt- and water-repelling surface.



The new ŠKODA Octavia: Simply Clever (Con't)

The so-called cargo fastening elements are new. They can fasten cartons and boxes, among other things, securely in the boot, preventing them from sliding around. The cargo elements can be folded for storage on the sides of the boot. When needed, they can be unfolded and velcroed to the boot floor. To secure items, simply squeeze them in between the cargo elements.

In addition useful features including bag hooks and lashing points are available in the boot.



The new ŠKODA Octavia: Lighter and more economical

- ŠKODA OCTAVIA WEIGHS UP TO 100 KILOGRAMS LESS THAN ITS PREDECESSOR
- FUEL CONSUMPTION AND EMISSIONS REDUCED BY UP TO 19 PER CENT

The new ŠKODA Octavia proves ŠKODA's power of innovation and employs impressive technology that works for the customer. Depending on the engine, fuel consumption and CO₂ emissions in this new model are up to 19 per cent lower than its predecessor's figures.

Newly developed engines and reduced vehicle weight are the main contributors to the ŠKODA Octavia's drastically reduced fuel consumption. Despite its size and higher performance, the third-generation ŠKODA bestseller is up to 100 kilograms lighter than its predecessor. The reduction in weight varies according to its configuration. Consistent lightweight construction, advanced body design, use of hot-worked, highest-grade steel and careful selection of materials have lowered the Octavia's weight, and, at the same time, have made this car safer and more comfortable.

Major components of a car's weight are its electrics, drivetrain, chassis and superstructure, i.e. its body and interior. The Octavia's drivetrain weight has been reduced by up to 40 kg. The superstructure is up to 30 kg lighter, and the chassis can be up to 26 kg less in weight. An additional 6 kg is saved in electrics.

Lighter body through the use of high-strength steels and a new design

Besides the drivetrain, the key element of the ŠKODA Octavia's weight-loss is the body. Even so, ŠKODA's designers managed to make the car conform to new crash and rigidity requirements. Lightweight and stable – made of nearly 70 per cent high and highest-grade steel – the new ŠKODA Octavia's body manages to be both. About one quarter of the body, not counting doors and hatches, is made of hot-worked, highest-grade steels. In comparison, the second-generation Octavia included 6.3 per cent hot-worked parts.

These highest-grade components are up to six times stiffer than regular deep-drawing steels and up to four times stiffer than conventional high-grade steels. These types of steel are produced by heating to about 950°C, pressing the steel in a red-hot state, and cooling it to 180°C within 5.5 seconds. Components manufactured using this process can be much thinner and thus lighter than in the past while withstanding the same crash impact.

High-grade and highest-grade steels enable ŠKODA engineers to customise and save materials. Furthermore, improvements have been made to the geometry of the support structure and flat components. In this area, developers have benefited from advancements in virtual development processes: Computer applications help make use of available space with much more precision. For flat components, developers have improved the computation of acoustic properties, save insulation and thus weight in the process.



The new ŠKODA Octavia: Lighter and more economical (Con't)

In their quest for even more savings, developers have helped the Octavia shed more pounds in its interior design. This affects components such as the instrument panel, air conditioning and seats. Together, the body and interior save up to 30 kg.

Lighter chassis through optimized axles

The Octavia's improved chassis saves up to 26 kg. The torsion beam axle weighs 38 kg, which is 15 kg less than the Octavia's rear axle used thus far. Its cross-section has an open underside with welded inlay sheets welded in on its outer ends. The two inlay sheets are different in length, achieving differing torsion rates. This enabled engineers to achieve optimum rolling properties for the profile and a high degree of lateral rigidity. Compared with a welded tubular stabilizer, this design is significantly lighter. Thanks to high-tensile steel and innovative design processes, the new torsion beam axle is stiffer than axles of this type have been thus far.

The rear multi-link axle was also designed for excellent comfort and handling. On this axle type, specific improvements were made in kinematics, acoustics, weight, and modular design. The basic design principle with its consistent separation of longitudinal and lateral rigidity applies just as before. The axle's weight was reduced from 53 kg to 49 kg through the use of high-grade steels and structural improvements to a number of components. The rear multi-link axle's low lateral rigidity was maintained through the trailing arm's soft axle guidance bearing, which is key for increased driving comfort. ŠKODA's engineers also improved the axle's lateral rigidity necessary for steering behaviour with a new setup in the track rod bearings. Eccentric screws on the spring control arm and transversal upper arm permit individual adjustments of camber and wheel track values for each vehicle type. The tubular stabilizer and shock absorbers are now connected via the spring control arm. This reduces forces within the axle and leads to significant package advantages.

The front of the new ŠKODA Octavia includes a MacPherson front axle (struts) with a newly designed, lower triangular wishbone suspension. The functionality, weight, and cost of each component have been consistently optimized. Weight savings are achieved through the use of high-tensile steel on the transversal arm and an innovative bionic design on the swivel bearing. Located at the centre of the front axle, the subframe is designed for maximum lateral rigidity. In addition to front axle components, this frame also houses the steering and parts of the engine mount. For the combined use with 16-inch brakes, a new, lighter aluminium transversal arm was developed.

The redesigned front axle saved a total of 2.8 kg.



The new Octavia range: impressive list of safety and convenience features as standard

- MULTI-COLLISION BRAKE, TOUCHSCREEN, BLUETOOTH AND ESC ALL AS STANDARD
- MANY FEATURES MAKING THEIR FIRST APPEARANCE IN THE ŠKODA RANGE

The new Octavia launches in Australia in sedan and wagon variants, both available in three specifications: the base model Ambition, the enhanced Ambition Plus and range-topping Elegance.

Ambition

All third-generation Octavia models are fitted with seven airbags (including for the first time a driver's knee airbag) and Electronic Stability Control (ESC). Several standard features also make their debut in the new Octavia range including Multi-Collision Brake, Hill Hold Control, Coloured multifunctional display (maxidot), and convenient, 'Simply Clever' features such as a multimedia device holder and double-sided floor mat which includes both cloth and rubber surfaces. Other standard features include: front and rear fog lights, daytime running lights with switch-off function, ISOFIX child seat anchorage points on outer rear seats, anchor points in luggage compartment, a split/fold (60/40) rear seat, tinted windows, rear spoiler (132TSI sedan model only), leather-trimmed four-spoke steering wheel, hand brake, gear shifter), Comfort Bluetooth® phone connection, height adjustable halogen headlights, Tecton steel wheels 6.5Jx16" and for the wagon, black roof rails.

Ambition Plus

Complementing the impressive list of standard inclusions of the Ambition model, the Ambition Plus grade adds to the list of standard features with passenger protect assist and driver activity assist including fatigue detection and rear side airbags. Also offered standard in the Ambition Plus grade over the Ambition: height-adjustable driver and passenger seat with lumbar support, folding rear seat armrest with cupholders, additional four rear loudspeakers, cruise control, touch screen 'Bolero' radio with eight speakers and MP3 player including Bluetooth® audio and streaming, USB, AUX, CD player and SD card slot, rear parking sensors and Denon 17" alloy wheels.

Elegance

Boasting an armada of standard inclusions, on top of the features of the Ambition and Ambition Plus grades, the range-topping Elegance specification also receives leather trim, dual-zone 'Climatronic' air conditioning with humidity sensor, Comfort Bluetooth® phone connection with voice control, Light Assist with coming home and leaving home function, rain sensing windscreen wipers, front and rear parking sensors, Start-Stop Technology with Brake Energy Recuperation (110TDI models only), and front fog lights with cornering function. Also standard: warning lights on front doors, interior ambience lighting (CatVision), privacy glass, electrically adjustable, heated and foldable outer mirrors with environment lights and for the wagon variant, silver roof rails.



The new Octavia range: impressive list of safety and convenience features as standard (Cont'd)

Optional features

Electric panoramic sunroof (wagon) and Electric sunroof (sedan), Alaris 18" alloy wheels (Ambition Plus and Elegance variants only) as well as two packages, Travel Pack and Tech Pack.

Travel Pack

Available on the Ambition, the Travel Pack offers Denom 17" alloy wheels, Cruise Control, Rear parking sensors, eight loud speakers and a front armrest.

Tech Pack

Available on the Ambition Plus and Elegance, the Tech Pack adds Adaptive Cruise Control (ACC), Front Assist, City Emergency Brake, Driving Mode Selection, Bi-Xenon headlights with function AFS - Adaptive Frontlight System including LED (front & rear) with integrated headlight washers, Black frosted glass design for front fog lights with corner function, Light Assist (coming home, leaving home, tunnel light with rain sensors, day light), Automatic Parking Assist with acoustic front and rear parking sensors, Advanced keyless entry including smart start (KESSEY with alarm), and premium German 'Canton' sound system (10 loudspeakers and equaliser).



ŠKODA Octavia: the Heart of the Brand

- ŠKODA BEST SELLER: MORE THAN 3.7 MILLION OCTAVIAS SOLD SINCE 1996
- OCTAVIAS ACCOUNTED FOR 44 PER CENT OF ŠKODA'S TOTAL DELIVERIES IN 2012
- SYMBOL OF CHANGE ON THE ROAD TO BECOMING AN INTERNATIONALLY SUCCESSFUL BRAND

The Octavia is ŠKODA's basis for success. The car has been key to the brand's global success over the last two decades. In 2012, the Octavia made up roughly 44 per cent of all ŠKODA deliveries (as at the end of November).

The Octavia is the first completely new model ŠKODA has developed since the fall of the Iron Curtain and after the brand joined forces with Volkswagen. Ever since 1996, the Octavia has been at the forefront of fast-paced developments within the company which has grown from a national manufacturer serving Central and Eastern Europe to an international player. More than 3.7 million Octavias have been sold worldwide from 1996 through November 2012 — about 41 per cent of the company's total sales in this period. That makes the Octavia the undisputed best seller in the company's 117-year history.

"With the introduction of the Octavia in 1996, the brand started a new major growth phase," says ŠKODA Chairman Winfried Vahland. "Our successes today would not be possible without the Octavia. This car gave ŠKODA the decisive boost, and, for the last 17 years, it has been the embodiment and the heart of the ŠKODA brand. The Octavia embodies the brand's values and always offers a little more: timelessly elegant design, above-average interior space, more functionality, many 'Simply Clever' details, proven modern technology, quality, and precision, and—last but not least— an unmatched price- value ratio. Also, rather than focusing on what is technically feasible, at ŠKODA, customer needs always come first. We felt that it was our obligation to improve the third generation even more. The result is another class of its own: the best Octavia of all time."

Since its launch in the Spring of 1996, the Octavia has proven its worth through its versatility, functionality, spaciousness, fuel-economy, timeless design and unmatched value. What began with a regular liftback design has gradually developed into one of the world's most successful model series. With the third-generation, the Czech manufacturer aims to continue the success of the model in the coming years.

First-generation Octavia - 1996 through 2010

When the new Octavia celebrated its world premiere at the "Mondial de l'Automobile" in October 1996, experts and car buffs looked to Paris with suspense. This event marked ŠKODA's sensational return to the so-called A segment after more than half a century. The new Octavia was also ŠKODA's first completely new development since joining forces with Volkswagen and the fall of the Iron Curtain: a milestone for ŠKODA and a clear signal that the brand had indeed returned.



ŠKODA Octavia: the Heart of the Brand (Con't)

And they had done so with force. From the get-go, the new saloon in the upper compact class was a favorite with critics and customers: state-of-the-art technology, ample room for passengers and luggage, highest quality, excellent value and timeless design. Rave reviews followed.

The search for a name for the new model returned a winner from ŠKODA's own model history. From 1959 to 1971, the company built a car by the name Octavia—a spacious two-door sedan as well as a station wagon. This was a vehicle with plenty of room and new technology at the time. The name Octavia is based on the Latin word for the number eight: "octo" and refers to the fact that this historic Octavia was the eighth ŠKODA model after World War II.

Demand for the Octavia of the "modern era" rose quickly. In the first full year of sales alone, in 1997, 47,900 Octavias were sold, and within a year, the sales figures more than doubled to over 100,000 vehicles.

Right from the beginning, the Octavia set standards in its segment thanks to its generous interior space. The interior and exterior dimensions helped, as did a wheel base of 2,508 mm.

This car, designed by ŠKODA's then chief designer Dirk van Braeckel, impressed with its timeless design. The Octavia's taut and rather angular shapes as well as its large radiator grille became a familiar sight on the streets in the 1990s.

The first ŠKODA vehicle based on the modern PQ34 Group platform, the Octavia I also introduced new engines and modern technology: Among other options, customers were able to choose between automatic, all-wheel drive and six-speed transmission. And state-of-the-art safety features, such as ESC, ASR or ABS, were included as well. More and more engines were added to the selection. For the first time in its history, ŠKODA offered turbocharged petrol and diesel engines.

Inspired by its major success, ŠKODA began expanding the Octavia series. In the summer of 1998, the company added an estate. In 1999, the all-wheel Octavia 4*4 entered the market. In 2000, the Octavia received a facelift and new engines. In addition, the company introduced a sporty version called RS, a reference to the brand's successful rally sport tradition.

The car was so popular that the company continued building and selling it under the name Octavia Tour until late 2010, even after the model change. In November 2010, the last car left the plant in Vrchlabí. From 1996 to 2010, ŠKODA sold a total of 1.45 million Octavia I.



ŠKODA Octavia: the Heart of the Brand (Con't)

Octavia II - 2004 through 2012

The second-generation Octavia continued its predecessor's success story. Introduced in Geneva, Switzerland, in March 2004, the successor shone with fresh design, more interior and boot space and state-of-the-art technology. "The new Octavia was a completely new design. Its name, design and overall structure are a link to its predecessor," read the press kit at the Geneva Motor Show.

The new model included petrol engines with direct injection. Among other options, customers had a choice between a six-speed manual and automatic transmissions, and, for the first time, a DSG double-clutch gearbox. The new rear multilink axle made for higher driving comfort.

Larger dimensions and a longer wheel base significantly improved the space in the interior as well as in the boot. Customers were offered a choice of a variety of options: from a dual-zone Climatronic air conditioning unit to tyre pressure monitoring. Safety features included standard ABS with braking Assist (in Europe), four airbags, and new, active headrests.

The new Octavia was an instant hit. Soon after its launch, Europe's largest Sunday paper, "Bild am Sonntag", awarded the Octavia its prestigious "Golden Steering Wheel". Step by step, the company expanded its new model series over the years that followed. In January 2005, the Octavia Combi was launched, followed by the Octavia RS in 2006 and in 2007 the Scout model.

The company pushed its internationalisation strategy with the second-generation Octavia. In 2005, the first Octavias were manufactured at Aurangabad in India. Shanghai Volkswagen's plant began manufacturing the Octavia for China in 2007. And Volkswagen's plant at Kaluga, Russia, has been manufacturing the Octavia since 2009. In 2011, nearly 38 per cent of all Octavia sales worldwide went to countries outside of Europe. To date, ŠKODA has sold about 2.3 million second-generation Octavias.

The Octavia also became a technology showcase. In 2009, the fuel-efficient GreenLine models were launched, featuring a standard start-stop system, recuperation, and tyres with low rolling resistance. In the fall of 2010, ŠKODA presented the Octavia Green E Line, a pilot for the brand's first electric car. Since early 2012, a total of ten vehicles have been used for test purposes with external partners, some at Prague Castle.



ŠKODA Octavia: the Heart of the Brand (Con't)

Milestones of the ŠKODA Octavia history to date:

1994

- > In December 1994, Volkswagen Group and ŠKODA agree to raise ŠKODA's production capacity to 340,000 vehicles per year and build a completely new model in the upper compact class—later to become the Octavia.
- > The search for a name for the new model returns a result from ŠKODA's own model history. Between 1959 and 1971, the manufacturer built a roomy two-door and estate named Octavia. This was a vehicle with plenty of room and new technology at the time. The name Octavia is based on the Latin word for the number eight: "octo," the historic Octavia being the eighth ŠKODA model since World War II.

1995

- > February: The foundation is laid for the Octavia production facility in Mladá Boleslav.

1996

- > 31. August: Preview on the Old Town Square in Prague and in the ŠKODA Museum in Mladá Boleslav.
- > 3. September 1996: Opening ceremony for the new Octavia production plant.
- > October 1996: World-premiere of the new Octavia in Paris.

1997

- > The ŠKODA Octavia is introduced at the Shanghai Motor Show.

1998

- > February: Octavia Combi world premiere at the Geneva Motor Show.
- > May: The Octavia Combi is launched.

1999

- > The company adds a 4x4 all-wheel model to the Octavia portfolio.

2000

- > Facelift for the Octavia I.
- > The sport version Octavia RS is launched.



ŠKODA Octavia: the Heart of the Brand (Con't)

2004

- > February: The one millionth Octavia rolls off the production line in Mladá Boleslav.
- > March: World-premiere of the Octavia (second generation liftback) in Geneva.
- > April: Contractual agreement to produce the Octavia at Shanghai Volkswagen in China, beginning in 2007.
- > May: The new Octavia (second generation liftback) is launched.
- > Production of the first-generation Octavia and sales in selected markets continue under the name Octavia Tour until late 2010.
- > September: World premiere of the Octavia Combi and the Octavia 4x4 (second generation) in Paris.
- > "Golden Steering Wheel" award for the Octavia II.

2005

- > January: The new Octavia Combi and the new Octavia 4x4 are launched.
- > September: World-premiere of the new Octavia RS.
- > November: Production of the Octavia (Name: Laura) is launched in the Aurangabad plant in India.
- > November: The five-millionth ŠKODA rolls off the production line in Mladá Boleslav since the company's merger with Volkswagen – an Octavia 1.6 MPI.

2006

- > November: The Octavia is introduced in China at the Beijing International Car Show (Name: Octavia Ming Rui).

2007

- > January: Octavia Scout is launched.
- > March: Production start for the Octavia (Ming Rui) in China at the Shanghai Volkswagen plant; sales begin in June.
- > April: The 500,000th Octavia II rolls off the production line in Mladá Boleslav.

2008

- > March: The two millionth Octavia since 1996 rolls off the production line.
- > October: World-premiere of the facelifted Octavia II in Paris; subsequent market launch.
- > Under a joint venture with Volkswagen, assembly preparations begin in Kaluga, Russia, for the Russian production of the Octavia.



ŠKODA Octavia: the Heart of the Brand (Con't)

2009

- > March: World-premiere of the Octavia GreenLine in Geneva, Switzerland.
- > The facelifted Octavia RS and Octavia Scout are launched.
- > Full-scale production of the Octavia begins in Kaluga, Russia.

2010

- > ŠKODA presents its first electric vehicle, the Octavia Green E Line, at the Paris Motor Show.
- > November: End of production for the first-generation ŠKODA Octavia Tour.
- > Production start for the second-generation ŠKODA Octavia Tour.

2011

- > April: Expansion of production capacity begins in Mladá Boleslav.
- > August: Production start of a test fleet of ten Octavia Green E Line.

2012

- > Ten ŠKODA Octavia Green E Line e-cars begin a testing phase with external partners.
- > November: Production start of the new ŠKODA Octavia (third generation) in Mladá Boleslav.



ŠKODA Octavia: the Heart of the Brand (Con't)

Octavia sales figures (1996 through 2012*)

	Octavia I	Octavia II	Total
1996	941	0	941
1997	47,876	0	47,876
1998	102,373	0	102,373
1999	143,251	0	143,251
2000	158,503	0	158,503
2001	164,134	0	164,134
2002	164,017	0	164,017
2003	165,635	0	165,635
2004	140,686	40,997	181,683
2005	69,801	163,521	233,322
2006	69,323	200,951	270,274
2007	72,529	237,422	309,951
2008	77,590	267,267	344,857
2009	43,745	273,590	317,335
2010	30,069	319,677	349,746
2011	1,130	386,053	387,183
2012 *	33	385,051	385,084
Total	1,451,636	2,274,529	3,726,165

* Numbers for 2012 are for period of January–November.



The new ŠKODA Octavia: Cornerstone of the ŠKODA growth strategy

- ŠKODA PRESENTS THIRD GENERATION OF THE OCTAVIA
- NEW MODEL CONFIRMS ITS UNIQUE POSITION IN MID-SIZE CLASS
- ŠKODA TO BOLSTER MARKET POSITION WITH "THE BEST OCTAVIA EVER"
- BRAND LAUNCHES NEXT STAGE OF LARGEST MODEL OFFENSIVE IN COMPANY'S HISTORY
- ŠKODA GROWTH STRATEGY SHOWING RESULTS

The new ŠKODA Octavia is the third generation of Czech carmaker's bestselling model by far. In introducing the new edition, ŠKODA AUTO aims to resolutely continue the Octavia's success story and to bolster the model's and the brand's international position.

"The Octavia is the quintessential ŠKODA, the heart and the icon of the brand," says ŠKODA CEO Winfried Vahland. "This car has made the company what it is today. The new Octavia has everything it takes to become one of the top ten bestselling cars worldwide. It embodies added value from head to toe and is a class of its own once again," says Vahland.

The new Octavia sedan and wagon is a core element of ŠKODA growth strategy, the brand aiming to grow its worldwide sales to at least 1.5 million per year by 2018. "The new Octavia helps us launch the next stage of the largest model offensive in our company history," says Winfried Vahland. "What we want to do is delight our customers and win new ones."

The ŠKODA Octavia is by far the brand's bestselling car. In 2012, the Octavia's share of worldwide ŠKODA deliveries has been about 44 per cent (as at the end of November). Since the launch of the ŠKODA Octavia in 1996, more than 3.7 million of a total of more than 9.1 million ŠKODAs sold have been Octavias, equal to about 41 per cent of ŠKODA sales from 1996 through 2012.

The Octavia is a class of its own

The new Octavia makes a big splash in the so-called A segment, which is growing strongly worldwide. "Demand for compact/medium-sized cars is growing worldwide," says Werner Eichhorn, ŠKODA board member for sales and marketing. "As it does, customers' demands for perfect cars in this class are also growing. The new Octavia is our response to these growing demands," says Eichhorn.

No wonder, then, that requirements were high in developing the third generation of the Octavia. The result is a car that has remained true to its values and has grown in all dimensions. "We have made a good car even better. Its outstanding qualities as a product and its package make the Octavia a unique car in its segment. More than ever, the new Octavia is a car with medium-class qualities at a compact-car price," says Werner Eichhorn.



The new ŠKODA Octavia: Cornerstone of the ŠKODA growth strategy (Con't)

The new ŠKODA Octavia embodies all of the brand's good values: a timelessly elegant design, above-average space offering, high functionality, lots of "Simply Clever" details, innovative technology, and a good price-value ratio. At the same time, its large hatch marries the elegance of a saloon to the practical advantages of an estate.

This makes the new Octavia an ideal offering for demanding, confident customers. "It is our best," says CEO Vahland. This is true of its size and space offering including an interior such as is usually found only in higher-up segments.

Its timelessly elegant modern design has character and expresses assurance. Cutting-edge TSI and TDI engines combined with reduced weight and optimised aerodynamics make for top consumption and emissions figures. Also, ŠKODA opens up a new chapter with a wide range of electronic assistance systems for added safety and comfort. This includes a new infotainment system with simple touchscreen operation and proximity sensor technology.

From early 2013, ŠKODA will introduce the new Octavia successively on European markets. Introduction begins in the Czech Republic in January, with Germany following in February. The new Octavia will be made at the brand's home plant in Mladá Boleslav. Essential production areas at the plant have been modernised and expanded in preparation for the production of the Rapid and the new Octavia, with production capacity of the Octavia/Rapid line to grow in steps from 800 to 1,200 vehicles per day.

The brand's most recent model also has great importance for growth outside Europe. The car's launch in Russia is set for mid-2013. In 2014, the new ŠKODA Octavia will first be launched in China and then in India. "More than ever, the ŠKODA Octavia is a car for Europe and the world," says Eichhorn.

A tradition of success

More than any other car, the Octavia symbolises the brand's heady success story of the past two decades. Its introduction in 1996 marked the beginning of the company's rise to an international automobile manufacturer with a presence in currently more than 100 markets worldwide.

Sales figures bear this out impressively: Since 1996, over 3.7 million Octavias have been sold. In 2012 alone (as at the end of November), ŠKODA sold more than 385,000 worldwide for a year-on-year plus of six per cent. The Octavia accounted for about 44 per cent of all of the brand's sales in 2012.

The Octavia has an outstanding position in important markets even before the launch of its third generation. In the Czech Republic, it is the bestselling car overall. In Germany, Europe's largest market, the Octavia was the bestselling import in 2012.



The new ŠKODA Octavia: Cornerstone of the ŠKODA growth strategy (Con't)

ŠKODA growth strategy showing results

The introduction of the new Octavia has ŠKODA continuing the largest model offensive in the company's history, with a new or revised model to be launched every six months on average between now and the year 2015. "By 2015, our entire model line will be completely revised," says CEO Vahland.

The brand aims to raise its worldwide sales to a minimum of 1.5 million per year by the year 2018. ŠKODA is currently growing briskly despite economic headwinds in Europe especially. "Our growth strategy is bringing tangible results, and we have again sold more cars in 2012 despite difficult market conditions," says Vahland. Deliveries to customers rose 6.9 per cent to 873,000 from January to November 2012. Revenues in the first nine months of 2012 grew 3.1 per cent to 7.9 billion euros (previous year: 7.6 billion euros). In the same period, operating profit was on a par with a year ago at 567 million euros (September 30th, 2011: 575 million euros).



Pricing

Octavia Ambition 103TSI Manual	\$21,690*
Octavia Ambition 103TSI DSG	\$23,990*
Octavia Ambition Plus 103TSI Manual	\$24,490*
Octavia Ambition Plus 103TSI DSG	\$26,790*
Octavia Elegance 103TSI DSG	\$32,190*
Octavia Elegance 132TSI DSG	\$34,690*
Octavia Elegance 110TDI DSG	\$35,490*
Wagon	\$1,350*

* Prices quoted are Manufacturer List Prices excluding dealer delivery charges, which may vary from dealer to dealer and statutory charges, which vary from state to state.

Travel Pack - Ambition \$1,300

Rear parking sensors
Cruise Control
Additional 4 loudspeakers rear
Centre armrest front
Denom alloy wheels 7J×17"

Tech Pack - Ambition Plus \$3,900

Adaptive Cruise Control incl Front Assist
Parking Assist (Ambition Plus)
Drive Mode System
KESSY
Soundsystem (Ambition Plus)
Xenon Lights incl LED
LED rear
Black frosted glass design of fog lights with corner function
Light Assist (Ambition Plus)
Inside rear view mirror with humidity sensor

Tech Pack - Elegance \$3,300

Adaptive Cruise Control including Front Assist with City Emergency Brake
Bi-Xenon headlights with function AFS – Adaptive Frontlight System including integrated headlight washers, LED daytime running lights
Front fog lights with cornering function, black-frosted glass design
Rear LED lights
Light Assist (coming home, leaving home, tunnel light, day light), rain sensor, inside rear view mirror with self-dimming function
Driving Mode Selection
Automatic Parking Assist and acoustic front and rear parking sensors
Advanced keyless entry including smart start (KESSY) and Alarm
Premium German Canton sound system (10 loudspeakers, digital equalizer)



Pricing (Cont'd)

Options

Metallic paint	\$475
Sun Roof (Sedan)	\$1,490
Panoramic Sun Roof (Wagon)	\$1,690
Columbus Navigation (Ambition)	\$2,850
Columbus Navigation (Ambition Plus)	\$2,650
Alarm	\$400

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