Change to ŠKODA AUTO Board of Management

› **Alain Favey will be the new Board Member for Sales and Marketing**
› **Werner Eichhorn will take on a new role within Volkswagen Group**

Mladá Boleslav, 5 July 2017 – With effect from 1 September 2017, Alain Favey (50) will join ŠKODA as Board Member for Sales and Marketing. He will succeed Werner Eichhorn (54), who will head up the sales and marketing activities of the Volkswagen brand in the North American Region (NAR) in future.

Alain Favey has almost 30 years' experience in the international automotive industry. He began his professional career at Citroën in 1989, where his responsibilities included being Managing Director for different European markets. In 2009, he joined Volkswagen Group and took on the role of Head of Sales for Europe for Volkswagen passenger cars, before becoming the CEO at Porsche Holding Salzburg, Europe's largest car distributor, in 2012.

"Alain Favey has a deep understanding of the international car industry and brings many years of experience in sales and marketing with him to ŠKODA. With him on board, we will continue to vigorously press ahead with the growth of our brand," said ŠKODA CEO Bernhard Maier.

Werner Eichhorn became the Board Member for Sales and Marketing at ŠKODA on 1 September 2012. In this role, he oversaw the brand's successful product and growth campaign. "We would like to thank Werner Eichhorn for his highly successful efforts at ŠKODA. As Board Member for Sales and Marketing, he made a significant contribution to the increase in the brand's presence in the international markets," added Maier.

Further information:

Jozef Baláž
Head of Corporate Communications
T +420 326 811 773
jozef.balaz@skoda-auto.cz

Tomáš Kubík
Spokesperson for Corporate & Business
T +420 326 811 749
tomas.kubik@skoda-auto.cz

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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.
- currently offers the following model series: CITIGO, FABIA, RAPID, OCTAVIA, YETI, KODIAQ and SUPERB.
- delivered more than 1 million vehicles to customers worldwide in 2016.
- has been part of Volkswagen Group since 1991, one of the most successful vehicle manufacturers in the world. ŠKODA, in association with the Group, independently manufactures and develops vehicles as well as components such as engines and gear transmissions.
- operates at three locations in the Czech Republic; produces in China, Russia, Slovakia and India mainly through Group partnerships, as well as in Ukraine and Kazakhstan with local partners.
- employs over 30,000 people globally and is active in more than 100 markets.

ŠKODA Media Services
skoda-storyboard.com
media.skoda-auto.com media@skoda-auto.cz

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