



ŠKODA
SIMPLY CLEVER

PRESS RELEASE

Page 1 of 2

ŠKODA's new city SUV is called KAMIQ

- › ŠKODA is pursuing its SUV campaign with a third model for the European market
- › World premiere of new ŠKODA KAMIQ taking place at Geneva Motor Show in March 2019

Mladá Boleslav, 24 January 2019 – ŠKODA's new SUV is called the ŠKODA KAMIQ. The crossover is the third SUV for the European market and marks the next step in the Czech manufacturer's SUV campaign. The word KAMIQ comes from the language of the Inuit people living in northern Canada and Greenland. It describes something that fits as perfectly as a second skin in every situation. Reason enough to give the new crossover model for the European market the same name as the SUV already established in China.

The ŠKODA KAMIQ is an urban crossover model that presents itself as an ideal companion to everyday life in the modern city and beyond. The name ŠKODA KAMIQ is already established as the name of a model in China and is therefore perfectly suited to the new crossover model. At the same time, the designation falls within the nomenclature linking all models in the SUV model range – the names of all current ŠKODA SUV models start with a K and end with a Q.

With the new ŠKODA KAMIQ, the Czech carmaker is taking the next step in its SUV campaign and is expanding its offering with a compact and lifestyle-oriented entry-level model for the European market. The ŠKODA KAMIQ combines the agility and handling of a compact car with the traditional advantages of an SUV – higher seating position, better visibility, easier to get in and out, and higher ground clearance. Based on the modular transverse matrix, the ŠKODA model offers new assistance systems, and convinces with numerous 'Simply Clever' features that popularised the brand just as much as the generous space available.

The world premiere of the new ŠKODA KAMIQ takes place at the Geneva Motor Show between 5 and 17 March 2019.



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Page 2 of 2

Media image:



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The ŠKODA KAMIQ continues the Czech manufacturer's SUV campaign as the new entry-level model in the segment.

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Source: ŠKODA AUTO

ŠKODA AUTO

- › was founded during the pioneering days of the automobile in 1895, making it one of the longest-established automobile companies in the world.
- › currently offers its customers nine passenger-car series: the CITIGO, FABIA, RAPID, SCALA, OCTAVIA, KAROQ, KODIAQ, as well as the KAMIQ and the SUPERB.
- › delivered more than 1.25 million vehicles to customers around the world in 2018.
- › has belonged to Volkswagen Group since 1991. The Volkswagen Group is one of the most successful vehicle manufacturers in the world. In association with the Group, ŠKODA AUTO independently develops and manufactures vehicles, as well as components such as engines and transmissions.
- › operates at three locations in the Czech Republic; manufactures in China, Russia, Slovakia, Algeria and India mainly through Group partnerships, as well as in Ukraine and Kazakhstan with local partners.
- › employs over 35,000 people globally and is active in more than 100 markets.
- › is pressing ahead with the transformation from a traditional car manufacturer to the 'Simply Clever company for the best mobility solutions' as part of the ŠKODA 2025 Strategy.