



## PRESS RELEASE, Page 1 of 3

### ŠKODA AUTO University and Coller School of Management in Tel Aviv sign memorandum of understanding

- Collaboration between the two universities will focus on innovations
- Tel Aviv is considered a hotspot for the IT start-up scene and metropolis for digital development

**Mladá Boleslav / Tel Aviv 19 July 2018 - On Thursday, ŠKODA AUTO CEO Bernhard Maier, Rector of ŠKODA AUTO University Pavel Mertlík and the Dean of the internationally renowned Coller School of Management, Professor Moshe Zviran, signed a memorandum of understanding in Tel Aviv. At present, 2,500 students are enrolled at Israel's leading business school, which is part of the University of Tel Aviv.**

"The memorandum of understanding between ŠKODA AUTO University and the Coller School of Management is a clear sign that together we are rigorously advancing digitalisation. To this end, we are drawing on the specialist knowledge of IT experts and ongoing dialogue with the internationally renowned Coller School of Management in Tel Aviv," said ŠKODA CEO Bernhard Maier.

"This collaboration opens up a wealth of new possibilities. Our students now have the opportunity to gain valuable experience in the technology and start-up hotspot, Tel Aviv, that they can certainly make good use of later on at ŠKODA AUTO and ŠKODA AUTO University," said Pavel Mertlík, Rector of ŠKODA AUTO University.

ŠKODA AUTO University, owned by the Czech car manufacturer from Mladá Boleslav, and the internationally renowned Coller School of Management at the University of Tel Aviv are going to collaborate closely in the future. Today, ŠKODA CEO Bernhard Maier and Professor Moshe Zviran, Dean of the Coller School of Management, signed a memorandum of understanding in Tel Aviv and thus laid the foundations for collaboration on the topic of innovations.

The Coller School of Management was founded in 1966. More than 25,000 graduates have completed training programmes at the business school and many of the alumni are now working in senior management roles. The institute is the only business school in Israel with an international accreditation from the Association to Advance Collegiate Schools of Business (AACSB), which is considered the highest quality standard in the world for business schools.



## PRESS RELEASE, Page 2 of 3

ŠKODA is collaborating with partners in Israel to further strengthen the car manufacturer's capability to innovate and its digital development expertise.

By setting up ŠKODA AUTO DigiLab Israel Ltd, the ŠKODA AUTO DigiLab in Prague and the Israeli ŠKODA importer, Champion Motors, already established a joint venture in Tel Aviv last year. It aims to connect with potential partners there and to benefit from the dynamics of the local IT start-up scene.

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### Media images:



### ŠKODA AUTO and Collier School of Management in Tel Aviv sign memorandum of understanding

ŠKODA CEO Bernhard Maier signed a memorandum of understanding in Tel Aviv with the Collier School of Management. ŠKODA AUTO University and the institute will collaborate in the field of innovations.

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Source: ŠKODA AUTO



### ŠKODA AUTO and Collier School of Management in Tel Aviv sign memorandum of understanding

Alongside CEO ŠKODA AUTO Bernhard Maier, ŠKODA AUTO University Rector Pavel Mertlík, Dean of Collier School of Management, Prof. Moshe Zviran and Assistant Dean of International Affairs at Collier School of Management, Prof. Shai Danziger.

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## PRESS RELEASE, Page 3 of 3

### ŠKODA AUTO

- is one of the longest-established vehicle 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 models in the range: CITIGO, FABIA, RAPID, OCTAVIA, KAROQ, KODIAQ and SUPERB.
- 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.
- operates at three locations in the Czech Republic, produces in China, Russia, Slovakia, Algeria and India mainly through Group partnerships, as well as in Ukraine and Kazakhstan through local partners.
- employs over 35,000 people globally and is active in more than 100 markets.