
ŠKODA AUTO DigiLab and ŠKODA Connectivity present visionary mobility ideas at the Geneva Motor Show

- In the ŠKODA VISION X cockpit, visitors to the fair can find out more about the mobility and connectivity services created by the ŠKODA AUTO DigiLab
- 'Innovation tunnel' brings the mobility of the future to life
- Digitisation and connectivity are key aspects of ŠKODA's Strategy 2025

Mladá Boleslav, 6 March 2018 - The ŠKODA AUTO DigiLab is showcasing the mobility of tomorrow at the Geneva Motor Show 2018. In the cockpit of the ŠKODA VISION X hybrid study, presented for the first time in Geneva, the Czech car manufacturer gives an insight into the brand's current connectivity and mobility services. Visitors to the 'Innovation Tunnel' at the ŠKODA AUTO stand can access comprehensive information about the new concept study on screens and tablets.

„At ŠKODA, the digital future has already begun. Many of the innovative mobility concepts we are presenting in Geneva are already a reality,” says Andre Wehner, ŠKODA AUTO's Chief Digital Officer. „ŠKODA AUTO DigiLab's projects demonstrate how ŠKODA AUTO is evolving from being purely a car manufacturer to a provider of integrated mobility services.”

The Director of ŠKODA AUTO DigiLab, Jarmila Plachá, adds: „Every day in our ideas workshop, we work on new, advanced solutions to make individual mobility even easier and more convenient. In Geneva, trade fair visitors can experience first-hand how the innovations from the ŠKODA AUTO DigiLab can simplify everyday life. “

The new urban crossover study ŠKODA VISION X and the 'Innovation Tunnel' provide an ideal framework for presenting visionary mobility ideas. Visitors can access detailed information about the numerous technical and design innovations in the concept study using touchscreens. They can also take a seat in the VISION X and watch informative videos about ŠKODA's digital mobility solutions on the concept car's freestanding colour display. The films present four current ŠKODA AUTO DigiLab projects, including two existing mobility services.

ŠKODA AUTO DigiLab has established one of the largest car sharing platforms in the Czech Republic under the name **HoppyGo**. All offers can be booked and invoiced in one app. The platform is now growing by around 250 users per month, with 30 new vehicles added every month. Currently there are almost 400 cars available.

In Munich, DigiLab initiated the mobility and social service **CareDriver** where specially trained CareProfs accompany vulnerable individuals (elderly persons or kids travelling without their parents) in their everyday life and in free time. ŠKODA AUTO assists the start-up with its digital innovation centre as a source of ideas and investors. ŠKODA AUTO DigiLab is a co-creator of the CareDriver service.



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The third project is dedicated to **clever parking** in the city centre. In cooperation with its partners and ŠKODA HQ, the ŠKODA AUTO DigiLab is developing smart parking service which enables to pay for the parking via the app. A new unique algorithm guides drivers directly to vacant parking spaces. In addition, the ŠKODA AUTO DigiLab is working on a special **ride-sharing app** to make it easier to form carpools and show users the best ride for their route. Based on real-time traffic data, the app also calculates the ideal route and the exact time of arrival.

Alexa Skoda Connect Skill at Home being introduced by ŠKODA Connectivity

ŠKODA AUTO is going to integrate Amazon Alexa for SKODA Connect cars. Alexa is an intelligent voice control system, which allows the car user to ask questions with his or her voice at home. This is a new way of interacting with the vehicle. Alexa will be able to answer questions about mileage, fuel range and other SKODA Connect services. At the ŠKODA AUTO stand on the Geneva International Motor Show a demonstration with a short animation video and a display with different Alexa commands will be shown.

CAR-TO-X

ŠKODA Connectivity is currently working on bringing new CAR-TO-X functionalities into SKODA cars in the near future. Integration of Cooperative Intelligent Transport Systems allow communication between vehicles, infrastructure and other road users to improve road safety, traffic efficiency and comfort of driving, by helping the driver to take the right decisions and adapt to the traffic situation.

ŠKODA Connectivity's CAR-TO-X project is crucial to increase the safety of future autonomous vehicles and their full integration in the overall transport system.

Therefore ŠKODA AUTO introduces a special Connectivity Wall at the Geneva International Motor Show, where further information will be presented in an exciting way.

ŠKODA AUTO DigiLab and ŠKODA Connectivity develop solutions and technologies for the mobility of the future

As part of Strategy 2025, ŠKODA AUTO has defined digitisation and the creating digital mobility services as the cornerstones of future corporate development. The ŠKODA AUTO DigiLab in Prague plays a crucial role in strengthening the Czech carmaker's innovative power and digital development expertise. The ŠKODA AUTO DigiLab aligns the entire company with the possibilities and requirements of digitisation. Established as a responsive IT start-up, this ideas workshop explores and develops new business models, solutions and products. This innovation centre is continually looking for new digital approaches to create modern mobility services for ŠKODA AUTO customers. The team includes more than 20 specialists who are currently working on around 40 projects. The tasks of the ŠKODA AUTO DigiLab include cooperating with external innovators, start-ups and partners. An offshoot of the ŠKODA AUTO DigiLab is starting to work in the Israeli city of Tel Aviv – a city that is considered one of the most dynamic IT start-up locations in the world.



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ŠKODA AUTO DigiLab at the Geneva Motor Show 2018: Experiencing visionary mobility interactively
In the ŠKODA VISION X cockpit, visitors to the fair can find out more about the mobility and connectivity services created by the ŠKODA AUTO DigiLab.

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ŠKODA AUTO DigiLab at the Geneva Motor Show 2018: Experiencing visionary mobility interactively
The futuristic 'Innovation Tunnel' brings the mobility of the future to life at the ŠKODA stand.

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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.
- in 2017 delivered more than 1 million vehicles to customers worldwide.
- has belonged to Volkswagen Group since 1991. The Volkswagen Group is 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, 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 30,000 people globally and is active in more than 100 markets.

