

NEXT LEVEL – ŠKODA STRATEGY 2030

THE CZECH CARMAKER PRESENTS ITS NEW CORPORATE STRATEGY

With the new “NEXT LEVEL – ŠKODA STRATEGY 2030”, the company is presenting cornerstones for long term success throughout the decade of transformation. Ambitious targets aim on **sustainable growth, exploring new sales regions and electrification**. The Czech car manufacturer is aiming to become one of the five best-selling brands in Europe by 2030.

NE^{»»»»}XT LEVEL ŠKODA STRATEGY 2030

TOP 5 IN EUROPE
BY 2030

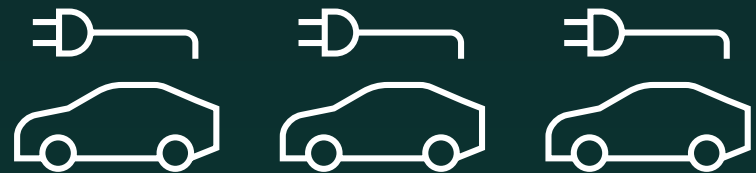


Strengthening ŠKODA AUTO's position in the entry-level segments, offering particularly affordable models and electrifying the portfolio.

At least

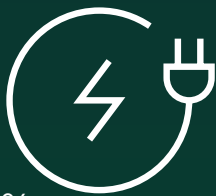
3 NEW ELECTRIC CARS

ŠKODA AUTO will launch at least 3 more all-electric models by 2030.



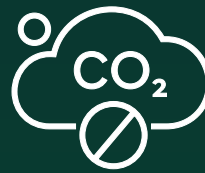
50–70%
of electric cars

By the year 2030, the share of cars with electric drive in ŠKODA AUTO fleet will increase to 50-70% in Europe – depending on market development.



> 50%
CO₂ reduction

ŠKODA AUTO has significantly tightened the environmental goals: fleet emissions will decrease by more than 50% compared to 2020.



> 8%
Return on sales

Ambitious financial targets: cost leadership among core European competitors and sustainable return on sales of at least 8%.



TOP PRIORITIES:

» EXPAND

Top 5 by sales volume in EU, offering attractive entry-level variants & a strong, electrified model portfolio.

» EXPLORE

Leading European brand in India, Russia and North Africa and taking over more responsibilities at Volkswagen Group level.

» ENGAGE

Benchmark for Simply Clever user experience, net-zero CO₂ production in Czech and Indian plants by 2030 and strengthening diversity.