



## Total Cost of Ownership

## Skoda Superb Combi – Italy/France

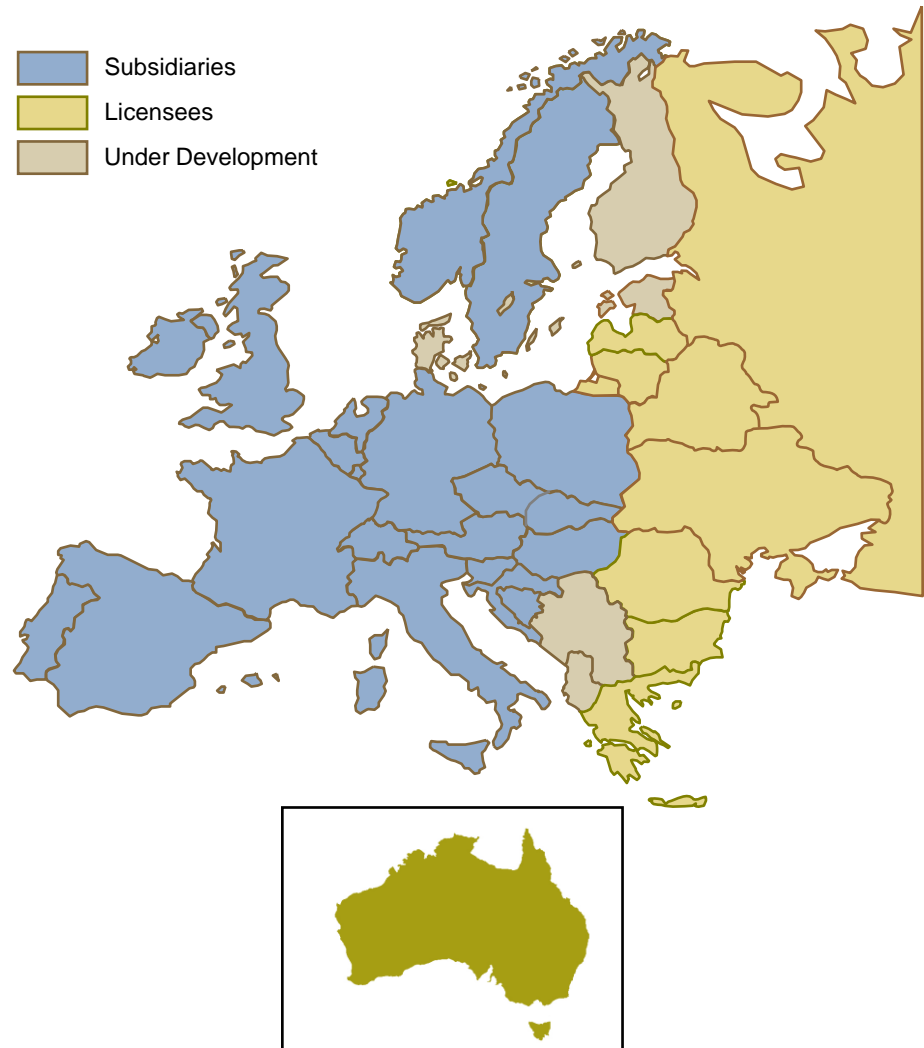
Fleet Event, 26-30 October, 2009





## EurotaxGlass's at a Glance

- Based in Zurich, Switzerland
- 650 employees in 30 European countries, plus Australia
- Established and trusted local brands
- Products and services covering major segments of automotive intelligence, e.g.
  - Specification data
  - Valuation and (re-)forecasts
  - Multi-client studies
  - Launch and general consulting
  - Car To Markets



# Summary: Convincing vehicle concept with very favourable running costs



## Scope of Analyses

	France	Germany	Italy	UK	Spain
Detailed benchmarking against residual value (RV) influence factors	✓	✓	✓	✓	✓
Deep-dive into running cost and ranking	✓	✓	✓	✓	✓
RV forecasting and benchmarking		✓			

## Summary of Findings



- Superb Combi perfectly fits Skoda's function-oriented positioning
- Meets all typical customer requirements of a medium-sized estate
- Convincing core attributes (driveability, ergonomics, variability)
- Test drive confirms high-quality impression of the vehicle
- Advantages in terms of list price positioning and level of standard equipment
- Running Costs: Benchmark in 4 out of 5 markets

# “Best in Class” running cost in 4 out of 5 countries; Residual value benchmark among comparators in Germany



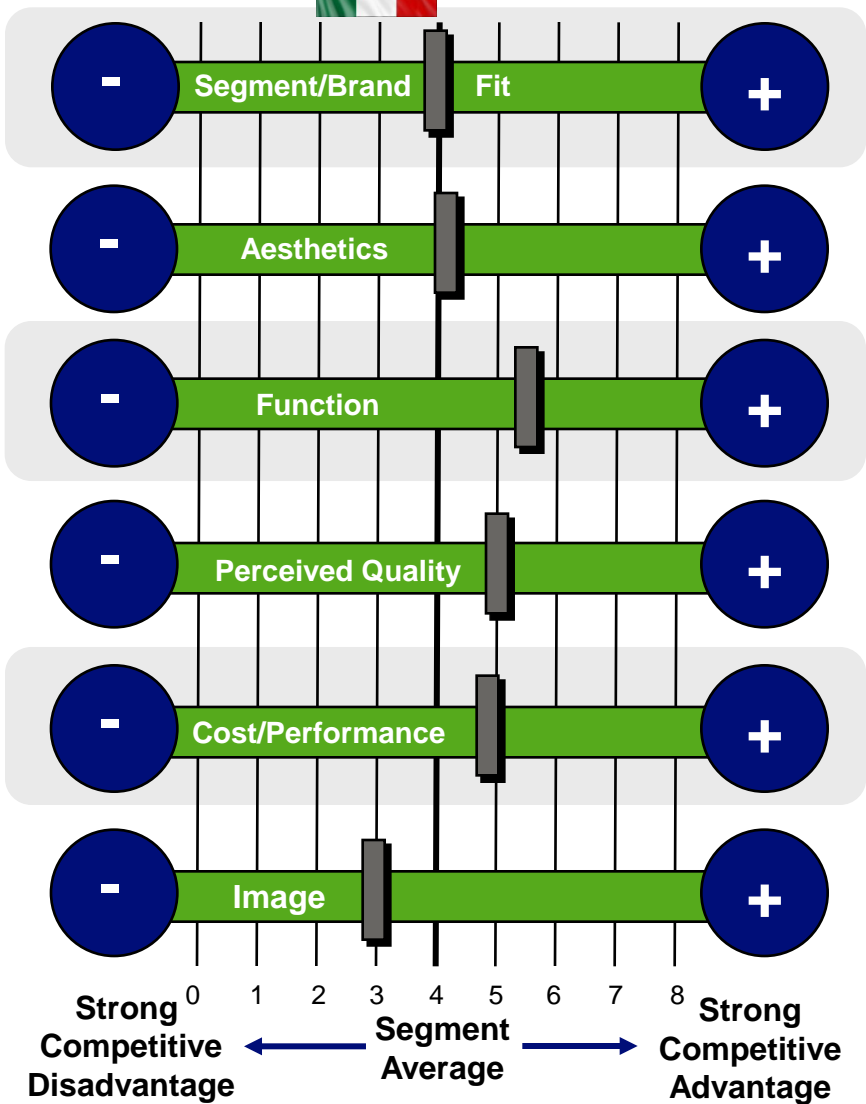
## Summary of Results of EurotaxGlass's Analyses

- **Diesel:** Best in Class residual value forecast in Germany
- **Petrol:** Best in Class residual value forecast in Germany
- Best in Class running cost in Spain
- Best in Class running cost in France
- Best in Class running cost in Italy
- Best in Class running cost in U.K.
- All countries: Superb Combi ranks above segment average in most residual value influence factors

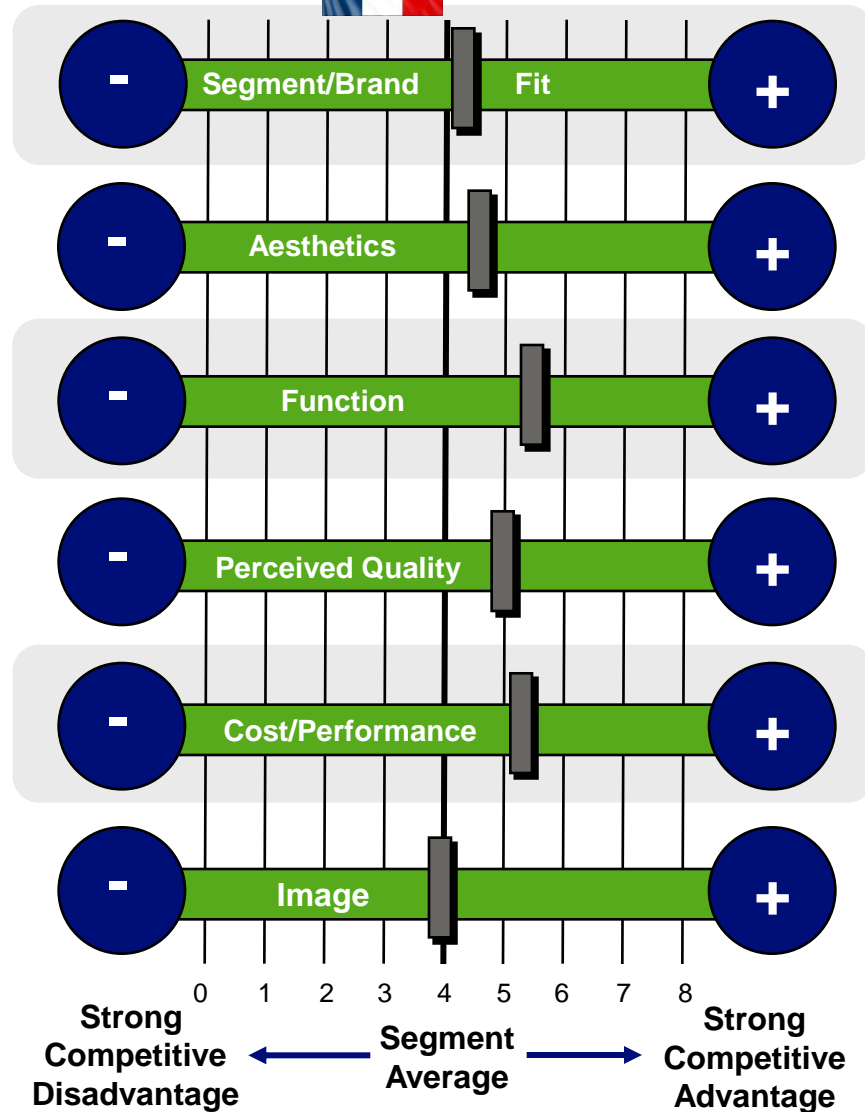
# Superb Combi ranks above segment average in most residual value influence factors



ITALY




FRANCE



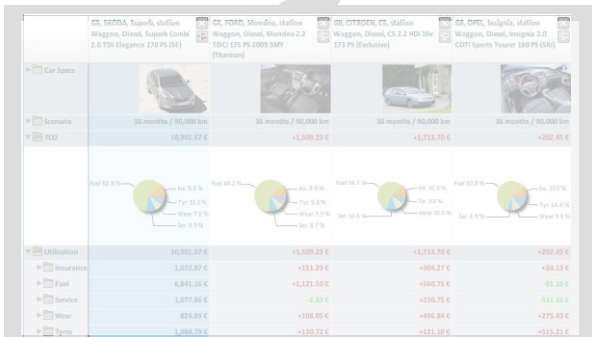
# Skoda Superb Combi with Best-in-Class Running Cost in Italy



## Running Cost Comparison in EUR - 36months/ 90.000km

	<b>Skoda Superb Combi 2.0 TDI 170hp (Elegance)</b>	Ford Mondeo Wagon 2.2 TDCi 175hp (Titanium)	Citroën C5 Tourer 2.2 HDI 173hp (Exclusive)	Opel Insignia ST 2.0 CDTI 160hp (Cosmo)	Peugeot 407 SW 2.2 HDi 170hp (Tecno Ciel)	Renault Laguna Grandt. 2.0 dCI 180hp (Privilege)
<b>Insurance</b>	5267	0	0	0	0	0
<b>Fuel</b>	6972	114	571	-343	114	229
<b>Service</b>	809	68	-101	-260	-357	-259
<b>Wear</b>	697	158	273	239	320	390
<b>Tyres</b>	900	406	535	473	670	370
<b>Result</b>	<b>14644</b>	<b>746</b>	<b>1277</b>	<b>109</b>	<b>747</b>	<b>729</b>

Difference vs. Skoda in EUR




Running Cost Analysis with EurotaxGlass's CarCostExpert

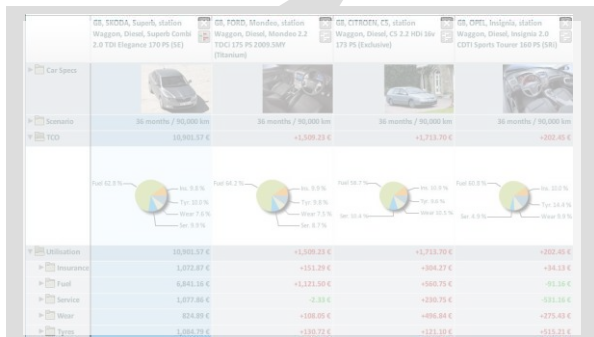
# Skoda Superb Combi: Running Cost Benchmark also in France



## Running Cost Comparison in EUR - 36months/ 90.000km

	<b>Skoda Suberb Combi 2.0 TDI 140hp (Comfort)</b>	Ford Mondeo Estate 2.0 TDCi 140hp (Ghia)	Citroën C5 Tourer 2.0 Hdi 140hp (Confort)	Opel Insignia ST 2.0 CDTI 130hp (Edition)	Peugeot 407 SW 2.0 HDi 140hp (Confort Pack)	Renault Laguna Grandt. 2.0 dCI 130 PS (Carminant)
<b>Insurance</b>	2263	0	0	-143	0	-143
<b>Fuel</b>	5481	95	284	189	-95	189
<b>Service</b>	653	227	-93	-271	-249	-198
<b>Wear</b>	856	239	173	34	349	578
<b>Tyres</b>	1179	435	862	680	425	760
<b>Result</b>	<b>10432</b>	<b>995</b>	<b>1225</b>	<b>489</b>	<b>430</b>	<b>1185</b>

Difference vs. Skoda in EUR



Running Cost Analysis with EurotaxGlass's CarCostExpert