



Total Cost of Ownership

Skoda Superb Combi – U.K.

Fleet Event, 26-30 October, 2009

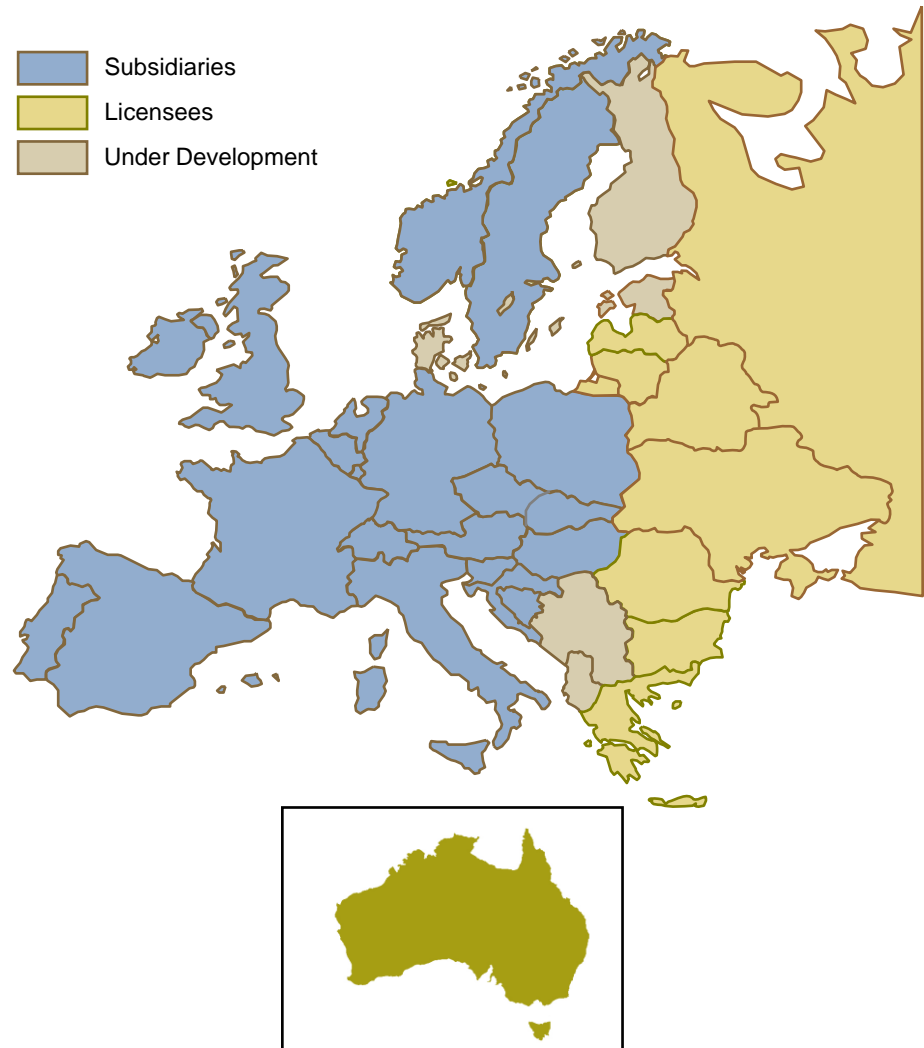




EurotaxGlass's: Leading Automotive Intelligence Company

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

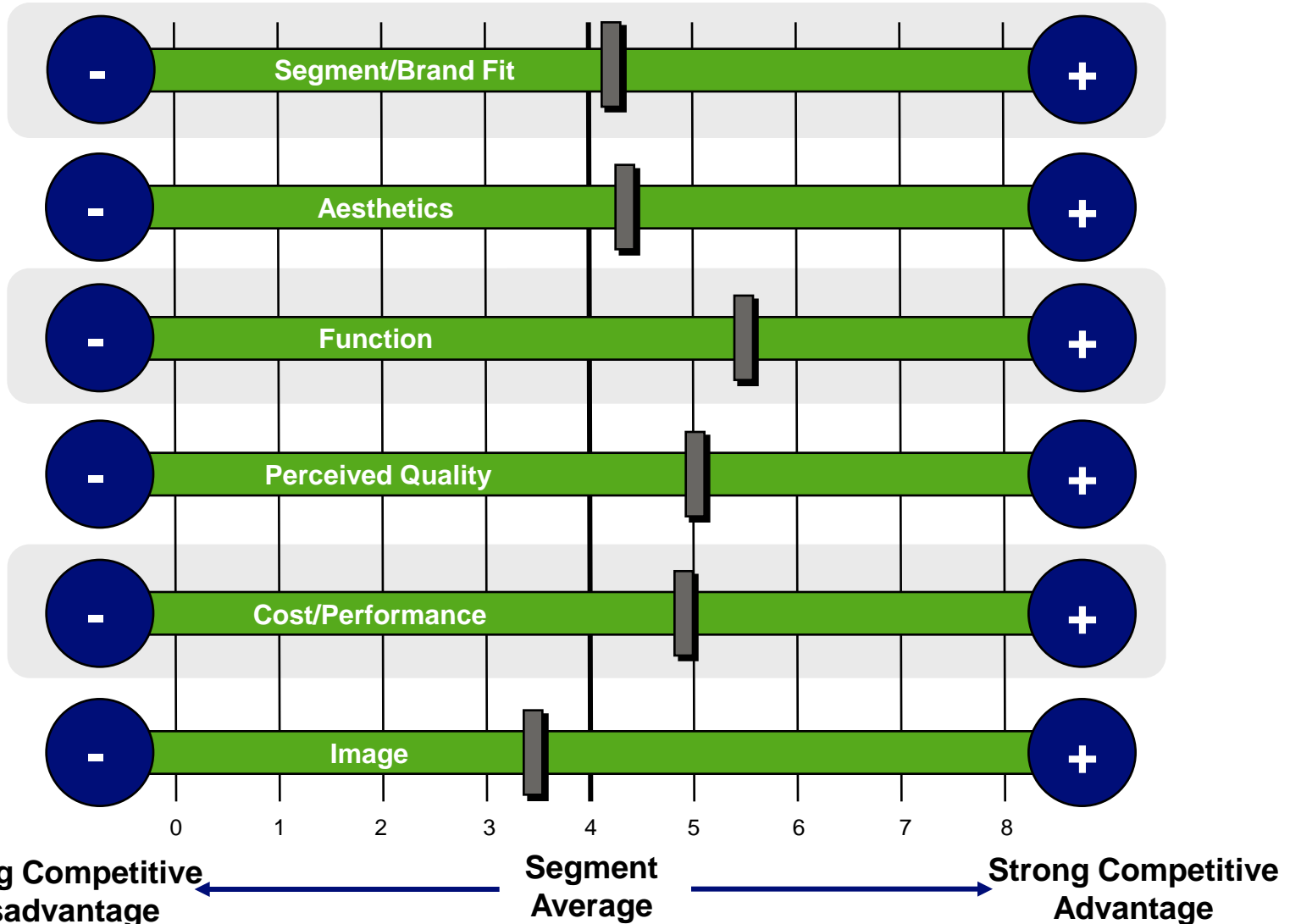
“Best in Class” running cost in 4 out of 5 countries; Residual value benchmark among comparators in Germany



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





Skoda Superb Combi with Best in Class Running Cost

Running Cost Comparison in EUR - 36months/ 90.000km

| | GB, SKODA, Superb, station Waggon, Diesel, Superb Combi 2.0 TDI Elegance 170 PS (SE) | GB, FORD, Mondeo, station Waggon, Diesel, Mondeo 2.2 TDCi 175 PS 2009.5MY (Titanium) | GB, CITROEN, C5, station Waggon, Diesel, C5 2.2 HDi 16v 173 PS (Exclusive) | GB, OPEL, Insignia, station Waggon, Diesel, Insignia 2.0 CDTI Sports Tourer 160 PS (SRi) | GB, PEUGEOT, 407, station Waggon, Diesel, 407 SW 2.2HDi 170 PS 2009MY (Sport) | GB, RENAULT, Laguna, station Waggon, Diesel, Laguna 2.0dCi 150 PS (Initiale) |
|-------------|--|--|--|--|---|--|
| Car Specs | | | | | | |
| Scenario | 36 months / 90,000 km | 36 months / 90,000 km | 36 months / 90,000 km | 36 months / 90,000 km | 36 months / 90,000 km | 36 months / 90,000 km |
| TCO | 10,901.57 € | +1,509.23 € | +1,713.70 € | +202.45 € | +1,346.39 € | +295.92 € |
| | | | | | | |
| Utilisation | 10,901.57 € | +1,509.23 € | +1,713.70 € | +202.45 € | +1,346.39 € | +295.92 € |
| Insurance | 1,072.87 € | +151.29 € | +304.27 € | +34.13 € | +352.13 € | +157.13 € |
| Fuel | 6,841.16 € | +1,121.50 € | +560.75 € | -91.16 € | +112.15 € | -112.15 € |
| Service | 1,077.86 € | -2.33 € | +230.75 € | -531.16 € | -460.35 € | -299.09 € |
| Wear | 824.89 € | +108.05 € | +496.84 € | +275.43 € | +942.14 € | +124.31 € |
| Tyres | 1,084.79 € | +130.72 € | +121.10 € | +515.21 € | +400.32 € | +425.72 € |

Difference vs. Skoda in EUR

Running Cost Analysis with EurotaxGlass's CarCostExpert