



**ŠKODA**  
SIMPLY CLEVER

# PRESS RELEASE

Page 1 of 2

## World Water Day: ŠKODA AUTO recycles 42 per cent of its annual water consumption

- › Water consumption at ŠKODA AUTO's plants is continuously reducing thanks to state-of-the-art technologies
- › 'GreenFuture' company strategy focuses on sustainable environmental protection and using natural resources sparingly
- › Over 1,000 suggestions from staff help to improve the car manufacturer's eco-balance

Mladá Boleslav, 22 March 2019 – As a responsible company, ŠKODA AUTO places great importance on sustainable vehicle production. Thus, the Czech car manufacturer groups numerous measures together under the umbrella of its 'GreenFuture' strategy in order to reduce its environmental footprint. This also includes using natural resources sparingly. To mark World Water Day today, ŠKODA AUTO is providing an overview of how it is saving water every day and continuously optimising its water usage by implementing state-of-the-art technologies.

Whether used for cooling, or in filtering and rinsing, water is vital in the production of vehicles. That is why ŠKODA AUTO has devoted itself to using this valuable resource sparingly. The manufacturer is continuously working on reducing and sustainably managing water consumption at its plants by using innovative technologies and concepts. Thanks to the water-saving measures ŠKODA AUTO defined in its 'GreenFuture' strategy, the company now requires 1.7 m<sup>3</sup> of water for the production of one car – more than 38 per cent less than in 2010. ŠKODA AUTO was able to recycle 42 per cent of the total 1.55 million m<sup>3</sup> of water it used last year.

The company utilises intelligent purification systems featuring particularly thin membrane filters in its paint shops, for example. This means the water used is processed and can be reused multiple times.

### Employees contribute to increasing sustainability

Every year the company's staff suggest numerous ways for it to further improve its eco-balance. Between 2010 and 2018, a total of 1,000 suggestions were made. In the past five years, the car manufacturer has been able to improve its environmental footprint and also save 9.5 million euros as a result of the implemented measures.

### 'GreenFuture' strategy: ŠKODA AUTO champions sustainable environmental protection

ŠKODA AUTO divides its environmental activities into three areas and groups them – as the backbone of its sustainability programme – under the umbrella of its 'GreenFuture' strategy. 'GreenProduct' focuses on the development of vehicles that are as efficient as they are eco-friendly – in terms of the drive system as well as the materials used and their recyclability. With 'GreenRetail', the company is promoting eco-friendly operations at its dealerships and workshops. 'GreenFactory' covers all of the activities the company is undertaking to help conserve resources during production. Every two years, the car manufacturer publishes its measures taken and its objectives relating to the conservation of the environment in a sustainability report.

Since 1993, the United Nations has called for the support of World Water Day, which takes place annually on 22 March. The motto this year is 'Leaving no one behind' – emphasising the message that



**ŠKODA**  
SIMPLY CLEVER

# PRESS RELEASE

Page 2 of 2

everyone has the right to have access to clean drinking water. Among other things, the United Nations is working on restoring damaged ecosystems and is developing approaches to ensure everyone on Earth has a water supply.

## Further information:

Tomáš Kotera  
Head of Corporate Communications  
[tomas.kotera@skoda-auto.cz](mailto:tomas.kotera@skoda-auto.cz)  
T +420 326 811 773

Kamila Biddle  
Spokesperson – Production, HR and Environment  
[kamila.biddle@skoda-auto.cz](mailto:kamila.biddle@skoda-auto.cz)  
T +420 730 862 599

## Media image:



### World Water Day: ŠKODA AUTO recycles 42 per cent of its annual water consumption

Today, ŠKODA AUTO requires 1.7 m<sup>3</sup> of water for the production of one car – more than 38 per cent less than in 2010. Amongst other things, this has been made possible by intelligent purification systems and extensive water recycling.

[Download](#)

Source: ŠKODA AUTO

## ŠKODA AUTO

- › was founded during the pioneering days of the automobile in 1895, making it one of the longest-established car companies in the world.
- › currently offers its customers nine passenger-car series: the CITIGO, FABIA, RAPID, SCALA, OCTAVIA, KAROQ, KODIAQ, as well as the KAMIQ and the SUPERB.
- › delivered more than 1.25 million vehicles to customers around the world in 2018.
- › has been part of Volkswagen Group since 1991. Volkswagen Group is one of the most successful vehicle manufacturers in the world. In association with the Group, ŠKODA AUTO independently develops and manufactures vehicles, as well as components such as engines and transmissions.
- › operates at three locations in the Czech Republic; manufactures in China, Russia, Slovakia, Algeria and India mainly through Group partnerships, as well as in Ukraine and Kazakhstan with local partners.
- › employs over 39,000 people globally and is active in more than 100 markets.
- › is pressing ahead with the transformation from a traditional car manufacturer to the 'Simply Clever company for the best mobility solutions' as part of the ŠKODA 2025 Strategy.