

Press Kit Škoda Superb

Contents

Introduction	2
Exterior	4
Interior	6
Powertrains	11
Safety	12
Superb L&K	14
History	16

Please visit [**Škoda Storyboard**](#) for model specific images

The all-new Škoda Superb: More space, more comfort, more efficiency and more safety

- › **Refined flagship model: distinguished new look, more advanced aerodynamics**
- › **More space and comfort: roomier, clean interior design featuring sustainable materials, intuitive Škoda Smart Dials and an all-new infotainment system**
- › **Even safer: innovative assistance systems, new generations of LED Matrix beam headlights and Dynamic Chassis Control (DCC Plus)**
- › **Introduction of the Superb Combi wagon to the Middle East for the first time**

Mladá Boleslav, 28 August 2024 – Škoda's flagship model enters a new generation: the all-new Superb has seen its dimensions increased once more and presents itself with a smartly evolved look and a wide range of new technologies. Powered by an 2.0 TSI engine and designed around new aerodynamics, the Superb is more efficient than ever. The new, clean and spacious interior makes even more use of sustainable materials and comes with a particularly intuitive control concept that includes Škoda Smart Dials.

Klaus Zellmer, Chairman of the Board of Škoda Auto, says:

"Our customers are our priority, and we listened intently to their wishes while developing the next generation of our flagship model. The result is a product that delivers more value in terms of features, user experience, and comfort. It is easier to use thanks to our new Škoda Smart Dials. New assistance systems round off this evolution to perfection."

Exterior design with LED Matrix beam headlights, new Modern Solid design elements and improved aerodynamics

The new Superb comes with a distinctive, octagonal radiator grille and sharply drawn LED Matrix beam headlights that deliver even more light than their predecessors and include the new Crystallinium design element. The LED Matrix beam headlights are available on the Superb for the first time. The optional LED rear lights with animated indicators feature a Coming/Leaving Home function (standard on L&K). Other visual highlights include exterior details in Unique Dark Chrome, for example the logo on the bonnet and the lettering on the tailgate. The sleek-bodied Sedan offers a drag coefficient of c_d 0.23, one of the best in its segment, while the Superb Combi wagon is the most aerodynamic Škoda wagon car ever, at c_d 0.25. Compared to the predecessor, the drag coefficient has been reduced by 15 per cent for both body styles.

New interior: 13-inch display, a clean centre console and more luggage space

The interior of the Superb features a free-standing infotainment display measuring up to 13 inches and a clean centre console, as the selector lever has moved to the steering column. A head-up display is available as an option for the first time. The Škoda Smart Dials and the voice assistant Laura, make light work of controlling numerous vehicle and infotainment functions, and providing information that goes beyond the car's ecosystem. New elements include the ventilated Phone Box for inductive smartphone fast-charging at up to 15 watts, as well as back-friendly Ergo seats with ten pneumatically controlled massage cushions. The new range structure with Design Selections offers themed option packages and individual options. With a luggage capacity of 645 litres, the boot size of the Sedan has increased by 20 litres over the predecessor. The new Superb Combi wagon can hold up to 690 litres.

Heritage: new Superb primed to add a new chapter to the success story

The all-new Superb is produced at the Volkswagen Group plant in the Slovak capital, Bratislava. This move is part of the Beta+ project, aimed at leveraging synergies in the production network and further boosting efficiency within the Brand Group Core. The fourth-generation Superb is set to build on the success of its predecessors. Škoda offered the first modern model generation in 2001. In the third modern generation, the wagon body style took off. The biggest markets for the third-generation Superb Sedan in the period 2015 – 04/2024 were Turkey, Poland and the Czech Republic. The biggest markets for the third-generation Superb Combi wagon from 2015 to April 2024 were Germany, the Czech Republic and Great Britain. Since 2001 more than 1,600,000 Superb models have been delivered to customers.

Exterior: Signature Modern Solid design elements and improved aerodynamics

- › **New design elements:** new octagonal Škoda grille, additional crystalline elements and Unique Dark Chrome accents
- › **Aerodynamic fine-tuning:** drag coefficient lowered by 15 per cent to 0.23 for the Sedan and by 15 per cent to 0.25 for the Combi wagon
- › **Even more space:** Superb Sedan has grown by 43 mm in length, Superb Combi wagon has grown by 40 mm in length, providing more room for passengers and luggage

Mladá Boleslav, 28 August 2024 – Škoda Auto has further refined the design of the Superb: it comes with a reinterpreted Škoda grille and second-generation LED Matrix beam headlights featuring the brand's hallmark crystalline elements, which also adorn the newly slimmed-down LED taillights. Body modifications such as a more steeply raked windscreen and a more streamlined roofline have improved aerodynamics by 15 per cent over the predecessor, for both body styles. Thanks to an increase in length by 43 mm for the Superb Sedan and by 40 mm for the Superb Combi wagon, the new Superb is now more spacious than ever.

Refined design and LED Matrix beam headlights with 36 individual light segments

The Superb's new octagonal grille frame is finished in Unique Dark Chrome, just like the Škoda logo on the bonnet, the front apron's decorative trim strips and the lettering on the tailgate. The slimmed-down LED taillights include an animated Coming/Leaving Home function in the optional top variant (standard on L&K). The second-generation LED Matrix beam headlights (standard on L&K) deliver even more light than their predecessors while the new Crystallinium element lends them a dash of turquoise colour. Two headlamp modules arranged side by side contain a bi-LED module for full beam and dipped beam and an inner Matrix beam module with a total of 36 light segments. The static cornering light also has a crystal-like design, and underneath, a slender LED strip serves as the position light, daytime running light and indicator, creating a distinctive light signature. An all-weather light mode takes over the role of the fog lights.

The most aerodynamic Superb ever

With a drag coefficient of c_d 0.23 for the Superb Sedan, aerodynamic efficiency has improved by 15 per cent over the predecessor model. The c_d value is one of the very best in the volume segment, making this the most aerodynamic Škoda saloon to date. The Superb Combi wagon has a c_d of 0.25, also the best ever for a Škoda wagon. Modifications include a more steeply raked windscreen, a more streamlined roofline and an optimised tailgate. Redesigned exterior mirrors are complemented by aerodynamically refined wheels, air curtains in the front bumper and optimised air intakes. The automatically adjusted front

brake cooling takes advantage of the airflow from the radiator fan. Optimised deflectors ahead of the front wheels and upgraded underbody covers further improve the airflow under the vehicle.

Even more space and six new colours

The Superb Sedan has grown by 43 mm in length, while the Superb Combi wagon is now 40 mm longer. Luggage capacity has increased by 20 litres over the predecessor in the Sedan and 30 litres in the Combi wagon version. Headroom in the interior has grown as well. Škoda offers a total of six metallic and two solid colours. Six of these colours are new: the solid colour Purity White and the metallic finishes Pebble Silver, Ebony Black, Cobalt Blue, Carmine Red and Ice Tea Yellow. Energy Blue and Graphite Grey metallic remain in the portfolio. The range of standard alloy wheels extends from the silver 17-inch Mintaka wheels to optional 19-inch Veritate wheels.

The dimensions of the all-new Škoda Superb Sedan and Superb Combi wagon

	Superb Sedan	Superb Combi wagon
Length [mm]	4,912 (+43)	4,902 (+40)
Width [mm]	1,849 (-15)	1,849 (-15)
Height [mm]	1,481 (+12)	1,482 (+5)
Wheelbase [mm]	2,841 (=)	2,841 (=)
Headroom in front seats [mm]	1,049 (+11)	1,049 (+7)
Headroom in rear seats [mm]	986 (+6)	1,008 (+8)
Luggage capacity [litres]	645 (+20)	690 (+30)

Interior: Roomier, sustainable and digital, with intuitive Škoda Smart Dials

- › **Design Selections:** new range structure now also adopted by the Superb model series
- › **Even more intuitive:** Škoda Smart Dials and new infotainment menu structure
- › **Sustainable materials:** eco-friendly tanned leather and textiles made of recycled materials
- › **Reworked ergonomics:** clean centre console, free-standing infotainment display measuring up to 13 inches and head-up display
- › **New level of comfort:** three seat options, including Ergo seats with ten pneumatically controlled massage cushions

Mladá Boleslav, 28 August 2024 – Roominess, a clean design and the new range structure with Design Selections define the Superb's interior. The free-standing infotainment display measuring up to 13 inches – a first for the Superb – immediately catches the eye, just like the intuitive Škoda Smart Dials. For the first time, customers can complement the 10-inch Virtual Cockpit with an optional head-up display. All textiles, including the headliner, contain recycled materials.

Johannes Neft, Škoda Auto Board Member for Technical Development, says:

“We have closely listened to our customers and brought haptic controls back. The result is the new Škoda Smart Dials, combining haptic and digital elements for even quicker, easier and more intuitive on-board operation. Bundling numerous functions, they contribute effectively to reducing driver distraction and thus enhance safety on the road.”

Two trim levels with different Design Selections and a new centre console concept

There are two trim levels available for the new Superb. Each comes with different Design Selections. These are complemented by themed option packages and further individualisation possibilities. The Selection trim level offers the Design Selections Loft, Lounge, Suite Black and Suite Cognac. The Superb L&K comes with the Design Selections Suite Black and Suite Cognac, featuring specific details such as embroidered L&K lettering. With the selector lever moved to the steering column, the new centre console adds to an enhanced sense of space. The new Phone Box, which comes as standard for the Selection trim level and above, now enables fast inductive smartphone charging at up to 15 watts and is ventilated during the charging process.

New Škoda Smart Dials combine digital and haptic elements

The multifunctional Škoda Smart Dials combine haptic and digital elements for particularly easy and intuitive operation and have a textured surface in Unique Dark Chrome. The three dials can be turned and pressed to control various vehicle functions. Each Smart Dial also has a 32-mm digital display. The two outer Smart Dials for the driver and front passenger control the interior temperature, seat heating and seat ventilation. The activated function is shown on the display and changes when the control is pressed. The centre Smart Dial controls up to four functions from the following six: infotainment volume, fan speed, air direction, smart air conditioning, driving modes or map zoom.

Central display measuring up to 13 inches and optional head-up display

The central infotainment display is a free-standing unit measuring 10 inches, or optionally 13 inches in combination with the navigation function. A handrest ensures easy and comfortable operation. The reworked infotainment menu structure offers three basic menu icons: “Home”, “Car” and “App”. Both the standard-fitted 10-inch Virtual Cockpit and the central infotainment display feature an updated graphic design for even more intuitive control. A head-up display is available as an option for the first time. It projects navigation, cruise control/predictive speed limiter, and lane assist information into the driver’s field of vision.

Four seat variants and sustainable materials

The all-new Superb comes with four different front seat configurations. All textiles in the Superb contain recycled materials. The cognac-coloured leather is sustainably tanned using water from olive oil production.

Design Selection	Seat upholstery	Features
Loft	Fabric	- Manually adjustable - Height adjustable headrests - Seat heating
Lounge	Perforated Suedia	- Electric backrest adjustment - Manually adjustable cushion length 4-way lumbar support - Massage function with three air cushions - Vertically and horizontally adjustable headrests
Suite	Perforated leather/artificial leather	- AGR-certified ergonomic seats - Seat memory, Smart Comfort Entry function, electrically adjustable in all directions - Advanced massage function, 10 pneumatically controlled air cushions - Ventilated front seats with Balance function
L&K Suite		

New Balance function for front seats provides maximum comfort

The front seats of the Design Selections Suite and L&K Suite are equipped with humidity and temperature sensors to provide the new Balance feature. This function automatically adjusts the intensity of the seat heating and ventilation and thus ensures maximum seating comfort under all conditions and at all times. A cup holder is integrated into the rear armrest, and from Lounge upwards there is also a tablet holder and fore/aft adjustment. A through-loading opening enables transportation of longer items.

Ambient lighting and exterior door handle recess lighting

The ambient lighting feature is included as standard with the Lounge and Suite Design Selections, offering ten independently selectable colours. The Superb now comes with the KESSY Advanced function featuring automatic locking and unlocking, which also adds recess lighting for the exterior door handles. This feature is available as an option from the Loft trim level upwards and standard on the L&K versions.

A great listening experience

The all-new Superb offers an optional high-end CANTON interior sound system with a total output of 725 W. It has twelve speakers, one central speaker in the dashboard under the windscreen, a subwoofer in the space-saver spare wheel, a 16-channel amplifier and a digital equaliser. The CANTON Sound System comes as standard for the Laurin & Klement trim level.

Up to 22 Simply Clever ideas

The all-new Škoda Superb features up to 22 of the brand's hallmark Simply Clever ideas. These range from familiar favourites like the parking ticket clip on the A-pillar to new ideas such as mobile phone pockets on the backs of the front seats or the electrically operated load cover in the all-new Superb Combi wagon. This protects the contents of the 690-litre luggage compartment from prying eyes. The load cover will automatically retract or extend when the lid is opened or closed, which makes loading and unloading easy. A new, sliding rear centre armrest with two integrated cup holders and a tablet holder is also making its debut in the Superb, while the Jumbo Box under the fold-up centre armrest contains a tray with a display cleaner. The umbrella in the driver's door is now made of sustainable materials. There is now a QR code in the boot, linking users to instructional videos on how to make full use of the luggage and storage compartments.

List of 22 Simply Clever features available for the Superb

Smart Dials ^{1, 2}	Umbrella in the driver's door panel now made from sustainable materials ^{1, 2}
Parking ticket clip	Two cargo elements in the boot
Grip for removable sunglasses compartment ^{1, 2} , pen holder and slot for coins in the glovebox	Funnel integrated into the lid of the windscreen washer tank ^{1, 2}
Easy-open cupholder	Electronic child lock
Foldable bag hooks in the boot	Funnel integrated into the lid of the windscreen washer tank ^{1, 2}
B-pillar hooks	Electronic child lock
Backrest folding via a button in the boot	Electrically operated load cover ^{2, 3}
Four lashing eyelets in the boot	Multi-purpose storage pocket under the boot cover, now with additional bag hooks (one for Sedan, two for Combi wagon) ^{1, 2, 3}
Tray with dry display cleaner in the Jumbo Box ^{1, 2, 3}	Multi-purpose storage pocket under the boot cover, now with additional bag hooks (one for Sedan, two for Combi wagon) ^{1, 2, 3}
Mobile phone pockets on the backs of the front seats ^{1, 2}	USB-C port in the rear-view mirror
Rear-view camera washer	Door-panel waste bin ³ Multi-purpose storage pocket under the boot cover, now with additional bag hook (one for Sedan, two for Combi wagon) ^{1, 2, 3}
1.5-litre bottle holder in the front and rear doors	
Removable sunglasses compartment in the Jumbo Box ^{1, 2}	
Door-panel waste bin ³	
Rear armrest with integrated cup/tablet holder, now adjustable lengthwise ^{1, 2, 3}	

¹ new for the Superb Sedan² new for the Superb Combi wagon³ optional

Powertrain: Powerful and efficient 2.0 TSI

- › **Engine: 2.0 TSI with 140 kW and 320 Nm of torque**
- › **DSG as standard with front wheel drive**
- › **Well-tuned chassis: DCC Plus adaptive chassis control for even better comfort and improved driving dynamics**

Mladá Boleslav, 28 August 2024 – The new Škoda Superb is available with one powertrain with an outputs of 140 kW (190 hp). All models come with DSG. The improved DCC Plus adaptive chassis control now supports an even wider range of damping characteristics.

DCC Plus enables superior comfort and driving dynamics

The DCC Plus adaptive chassis control system offers an outstanding blend of increased comfort and improved dynamic driving behaviour. The new system utilises two independently controlled valves per shock absorber instead of a single one. This allows the rebound and compression stages to be controlled separately. In addition, the dampers respond more quickly and extend the range of available damping characteristics. DCC Plus is available as an option for the Selection trim level and above, as part of the Drive Plus Package, and comes as standard on the Superb L&K.

The powertrain for the Škoda Superb

Engines	Power	Torque	Transmission	Drive
2.0 TSI	140 kW / 190 hp	320 Nm	7-speed DSG	Front-wheel

Safety: New nano sensors for more advanced and accurate assistance systems

- › **Enhanced safety:** new nano radar sensors on the front apron, plus rear radar sensors with increased range
- › **New in the Superb model range:** Lane Change Assist, Rear Traffic Assist, Collision Avoidance Assist and Exit Warning available as standard
- › **Easier parking:** Intelligent Park Assist and Trailer Assist optionally available for added convenience
- › **Improved crew protection:** up to eight airbags and new Attention and Drowsiness Assist

Mladá Boleslav, 28 August 2024 – Škoda Auto has further enhanced the safety of its flagship model with a new generation of sensors and state-of-the-art assistance systems. Collision Avoidance Assist are making their debut as part of the enhanced Front Assist, while the Travel Assist, Side Assist and Trailer Assist have all seen their scope expanded. If needed, and up to eight airbags protect the occupants.

Johannes Neft, Škoda Auto Board Member for Technical Development, says:

“At Škoda Technical Development, we are always looking for ways to improve our vehicles. We pay particular attention to active and passive safety. With the new nano radar sensors, we are taking assistance systems to a new level. An extended range of functions ensures even better, more precise driver support – for added safety and therefore more comfort in all driving situations.”

New sensors and improved assistance systems ensure greater safety

For the first time ever, Škoda is using new nano radar sensors in the new Superb. Positioned in the right and left corners of the front apron, they further enhance the performance of the assistance systems, such as the Front Assist. This assistance system, available as standard, alerts drivers to crossing traffic, cyclists and pedestrians when driving forward to negotiate a blind exit from a driveway or side street and brakes automatically if required. The multifunction camera in the windscreen now has a larger field of vision, The Front Assist available as standard now also includes Predictive Cyclist Protection. The nano radar sensors in the rear apron increase the range of the Side Assist included as standard in the EU, which now detects vehicles approaching from up to 90 metres behind and warns of dangerous lane changes. The Exit Warning alerts drivers to traffic approaching from behind before a door is opened. It covers a range of 35 metres and an angle of 120 degrees. The new Swerve Support, available as standard, is active at speeds between 30 and 140 km/h to help prevent car-to-car collisions and at 30 to 85 km/h to avoid accidents involving pedestrians or cyclists.

It automatically increases the steering angle when it detects that the driver's steering response has come too late or is insufficient to avoid a collision.

Intelligent Park Assist makes parking safer and easier

With the new optional Intelligent Park Assist, the Superb can park automatically in perpendicular and parallel parking spaces. This function now controls the steering, brakes, accelerator, and direction of travel (forward and reverse). The vehicle also stops on its own if the system recognises an obstacle. The car automatically controls the steering, braking and direction of travel (forward or reverse), while the driver selects the type of manoeuvre and the direction of exit.

Improved Travel Assist, new Attention and Drowsiness Assist, up to ten airbags

The Travel Assist offers improved visual displays of other vehicles detected nearby in the Virtual Cockpit. The Adaptive Lane Assist now also works on unmarked roads, while Adaptive Cruise Control (ACC), in conjunction with a navigation system, also anticipates bends, junctions and roundabouts. The new Attention and Drowsiness Assist monitors driver behaviour, assesses the driver's potential level of fatigue and triggers visual and acoustic warnings in the Virtual Cockpit if necessary. It uses an innovative algorithm to recognise short-term inattention (distraction) and long-term inattention (fatigue). It detects deviations from normal steering behaviour at speeds above 65 km/h and continuously evaluates the driver's behaviour in order to draw conclusions about their fitness to drive. If the driver fails to respond to any of the system's warnings, the optional Emergency Assist will try to wake them up by pulling the seatbelts and jolting the brakes. The system will then activate the warning lights, maintain the lane and slow the vehicle down to a complete stop. Finally, the Emergency Assist will automatically call for help via eCall*. In the event of an accident, up to eight airbags protect the occupants. Driver and front passenger airbags, a knee airbag for the driver, side airbags on the front seats, head airbags and, for the first time in this model series, a central airbag between the front seats is fitted as standard.

**eCall functionality differs market to market, please contact your local dealer for further information*

Superb L&K: Top-of-the-range model with exclusive features and unique design details

- › Extensive standard equipment includes LED Matrix beam headlights, DCC Plus and progressive steering
- › Unique Dark Chrome exterior detailing and L&K badges on front wings
- › Specific L&K Suite Design Selection with black or cognac-coloured perforated leather/artificial leather

Mladá Boleslav, 28 August 2024 – The L&K is once again the range-topper of the fourth-generation Škoda Superb flagship. Exterior details finished in Unique Dark Chrome and the special L&K Suite Design Selection with black or cognac-coloured leather/leatherette lend it a special flair. Standard features include LED Matrix beam headlights, DCC Plus and progressive steering. Ergo seats offer seat heating, ventilation and a massage function with ten air cushions for maximum comfort. A Canton sound system with twelve speakers, one central speaker and a subwoofer ensures excellent acoustics. The Superb L&K is available in the Sedan configuration.

Unique Dark Chrome for extra glamour – and generous standard equipment

The Superb L&K comes with extensive standard equipment. This trim level, whose name commemorates company founders Václav Laurin and Václav Klement, features numerous exterior details finished in Unique Dark Chrome. These include the surround of the Škoda grille, the trim on the front apron and rear diffuser and the Škoda lettering at the rear. 18-inch Belatrix polished anthracite alloy wheels as well as L&K badges on the front wings are included as standard. LED Matrix beam headlights, LED rear lights with animated indicators and electric tailgate operation with a virtual pedal are also part of the extensive standard specification. DCC Plus and progressive steering enable both sporty and particularly comfortable driving.

L&K Suite Design Selection with black or cognac-coloured leather/leatherette

The Superb L&K offers the exclusive L&K Suite Design Selection with perforated black leather/leatherette as standard; cognac-coloured leather/leatherette is available as an option. All leather used is sustainably tanned. The headrests are adorned with embossed Laurin & Klement lettering. The Ergo seats are heated and ventilated. They feature seat memory including Smart Comfort Entry and a massage function with ten pneumatically controlled air cushions. The dashboard and door panels come with Softtouch Kida decorative trim, complemented by Unique Dark Chrome trim strips and ambient lighting. The door panels and knee pads are covered in artificial leather matching the colour of the seat upholstery – as is the upper section of the instrument panel, which features double stitching in grey or cognac. A sliding rear centre armrest and a Canton sound system with twelve speakers, one central speaker and a subwoofer are also standard.

History: Tracing the Škoda Superb from its 1930s origins through generations of innovation

- › **More than 1,600,000 units of the Superb manufactured to date**
- › **The “Superb” name has a long tradition as the designation of the Czech car manufacturer’s top model**
- › **The fourth modern Superb generation continues this legacy, featuring advanced technologies and an enhanced design**

Mladá Boleslav, 28 August 2024 – The first generation of the modern Škoda Superb was launched in 2001 – nearly seven decades after the original Superb’s debut in 1934. To date, more than 1,600,000 units have been manufactured. Over the years, both the Sedan and Combi wagon body styles have garnered numerous international accolades and awards from renowned car magazines.

The forerunner: The first landmark Superb model in the 1930s

In 1934, Škoda switched from a ladder frame to a new chassis concept and changed its naming conventions. The now famous Popular, Rapid and Favorit models were introduced to the public. Rounding out the line-up was the new range-topping four-door saloon, the Škoda Superb. The Superb adopted a new solid chassis with a backbone tube and an independent suspension featuring transverse leaf springs. Other strengths included an advanced 12-volt electrical system and single-circuit hydraulic drum brakes. For great performance, it was powered by a smooth, straight-six flathead engine with a displacement of 2,492 cm³, mated to a manual four-speed gearbox with synchronised third and fourth gears. Most important, however, was the car’s ride comfort – a virtue that is still emphasised in the new generation of the Superb. The Škoda Superb was produced in several series, differing in design, bodywork, seating capacity and engines fitted. In 1939, Škoda introduced the most powerful version of the Superb. The Superb 4000 was the very first Škoda to feature an all-new overhead-valve V8 engine with a displacement of 3,990 cm³ and 72 kW of power. During the Second World War, the Superb was produced as a personnel carrier and military ambulance, but also as a command cabriolet. A silver Superb 913 from 1936, a black Superb 3000 OHV from 1939, a golden Superb 4000 OHV from 1948 and the only surviving Superb 4000 OHV with a larger V8 engine from 1940 in dark brown are on display in the Škoda Museum. The Museum also has an earlier example, a black-beige Superb 640 from 1935, currently undergoing restoration.

1936: The sleek, metallic silver Superb 913

The Superb 913 was an updated version of this model series. It had a new front design reminiscent of the Popular model and separate compartments for the driver and rear passengers, with two reserve seats and metallic silver body paint. The car was powered by a straight-six flathead engine with a displacement of 2,914 cm³. Its first owner was

Otakar Podhajský, a manufacturing engineer. After the Second World War the car served as a taxi. In the 1970s this Superb was purchased by the Škoda Museum and restored. In total, 350 vehicles of this particular series were built.

1939: The black Superb, powered by a cutting-edge 3000 OHV engine

The 924 series represented a major modernisation. The body had a more rounded shape, and the centrally hinged two-piece bonnet was replaced with a single-piece lid that folded upwards towards the rear. In 1938, Škoda also switched to a more efficient straight-six engine with a modern overhead valve arrangement. The displacement was increased to 3,137 cm³. The 924 was characterised by having its spare wheels located behind the front wings. The displayed Superb also features separate compartments for the driver and rear passengers, with two reserve seats that can turn the car into a seven-seater. It was acquired from a private collector who had it restored. Since then, this Superb has been in faithful service, taking part in classic car rallies and other motoring events all over Europe, thanks to the care and attention of the Škoda Museum's team of experts.

1948: The crowning glory, the metallic gold Superb OHV

The Superb OHV closed this historic chapter. It offered a modern design with recessed headlights and many chrome-plated details, underscoring the car's prestigious appeal. Its design was similar to the contemporaneously produced Škoda 1101 Tudor. Only a limited number of bodies were produced, 11 in Mladá Boleslav and 44 in Kvasiny. The remaining chassis were bodied by Uhlík and Sodomka. This particular car, powered by a straight-six engine with a displacement of 3,173 cm³, belonged to the "Joint Hotel and Accommodation Management" of Karlovy Vary, the famous resort's tourism bureau. After twenty years of service, the car was retired and purchased by the Škoda Museum, which carried out a painstaking restoration, completed in 2019.

2001: A legacy revived

Almost 70 years after the first landmark Superb model from 1934, Škoda relaunched the traditional model designation "Superb". The first modern model generation was unveiled at the Frankfurt Motor Show in September 2001, and the Superb has been the brand's flagship model ever since. By 2008, around 137,000 units had rolled off the production line. The Superb was the first Škoda model to offer such features as bi-xenon headlights, automatic Tiptronic transmission and the Coming Home function, which kept the dipped headlights on for a short time after the doors closed. Earning widespread acclaim, the Superb was also named "Best Import Car" by German car magazine "Auto Bild".

2008: Launch of the second modern generation

In 2008, Škoda presented the second generation of the modern Superb, the first to offer optional all-wheel drive. In 2009, the Czech automaker expanded the series to include the Combi wagon. By 2015, the second-generation Superb had attracted 618,000 buyers. The second generation also won a host of international awards: British car magazine

“Top Gear” named it “Luxury Car of the Year” in 2009; in 2012, it claimed the title of “Best Import Car” in its category in the “Best Cars” readers’ poll by German car magazine “auto motor und sport”.

2015: Ushering in a new era

Launched in February 2015, with the Combi wagon following soon after, the third iteration of the modern Superb was built on the Volkswagen Group’s MQB platform. Once again equipped with state-of-the-art technologies, it was the first Škoda model to feature a DCC adaptive chassis, tri-zone climate control, and pioneering assistance systems like Traffic Jam Assist and Emergency Assist. Adaptive Cruise Control, Lane Assist and Travel Assist added to the Superb’s capabilities. The third modern generation of the Škoda Superb has been the best-selling generation of this series to date. International awards included the 2016 Red Dot Award for exceptional product design. In 2017, readers of German car magazine “AUTO Straßenverkehr” voted the Škoda Superb Combi best import car in the 25,000 to 30,000 euro category. More than 870,000 third-generation Superb cars have been produced, of which approximately 110,000 are Superb L&K versions. Across all generations, more than 1,600,000 Superb models have been produced worldwide, with the fourth-generation Superb poised to continue the series’ legacy of success.