

HELGI'S POINT

"Data with a story"

February 25, 2013

Czech Republic

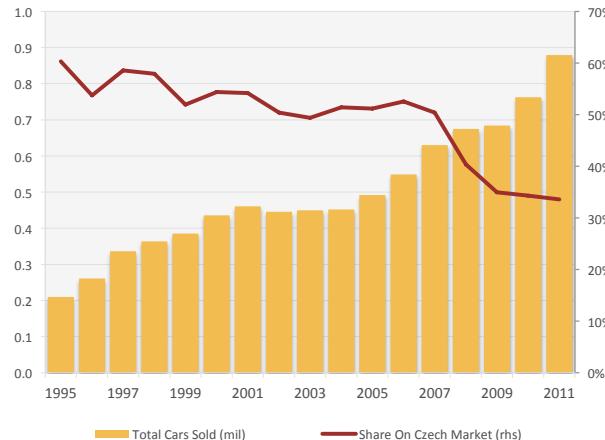
ŠKODA AUTO MARKET SHARE

Škoda Auto is an automobile manufacturer based in the Czech Republic. Škoda became a wholly owned subsidiary of the Volkswagen Group in 2000, positioned as the entry brand to the group.

The origins of what became Škoda Auto go back to the early 1890s, when the company started out manufacturing bicycles. Škoda's founders (Laurin & Klement) then started with the production of motorcycles and by 1905 the firm was manufacturing automobiles. After WWII, the company was nationalised, but retained a good reputation until the 1960s, producing models such as the Škoda 440 Spartak, 445 Octavia, Felicia and Škoda 1000 MB.

The bad perception of Škoda in Western Europe has changed completely since its takeover by VW in 1991. In 2011 Škoda sold a record number of 875,000 cars, or 1.5% of global car sales.

Source: IBCA, ACEA, Helgi Analytics



You will find more at <http://www.helgilibrary.com/indicators/index/sales-of-skoda>

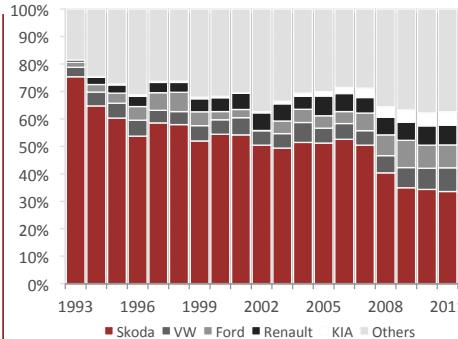
HELGI'S POINT OF VIEW

The Czech Republic (together with Slovakia, the other half of former Czechoslovakia until 1992) has become the "Detroit of Europe" over the last decade. Both countries produce the most cars per capita in the world, over 100 per 1,000 inhabitants.

While the Czech Republic has a rich history of car production dating back to the famous Laurin & Klement, both countries are now benefiting from the expansion of Germany's Volkswagen and South Korea's Kia and Hyundai in the region.

The Czech market is still heavily dominated by Škoda Auto, though its market share has dropped from around 60% in the middle of the 1990s to around 35% now. Not that it matters to Škoda. Škoda's annual sales will probably exceed 1 mil cars in 2013, so the increasing focus on other bigger and mostly developing markets (such as China, India and Russia) seems to be paying off so far.

SALE OF NEW CARS IN THE CZECH REPUBLIC



ABOUT THE PRODUCT

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HELGIHO POINTA

"Data s příběhem"

25. Února, 2013

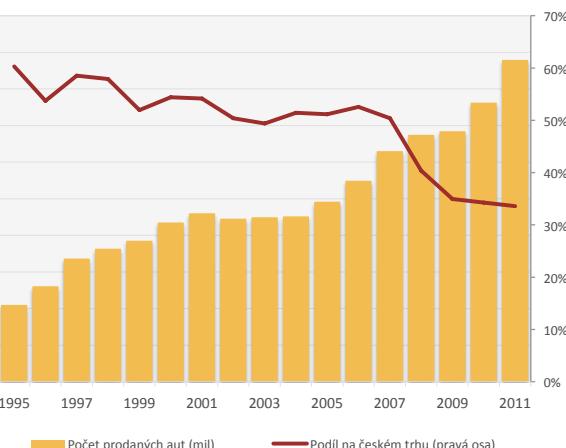
Česká Republika

TRŽNÍ PODÍL ŠKODY AUTO V ČESKU

Škoda je výrobce automobilů se sídlem v České republice. V roce 2000 se Škoda stala plně vlastněnou dceřinou společnosti koncernu Volkswagen na pozici vstupní (nejlevnější) značky do skupiny.

Počátky Škody Auto sahají k začátkům 90. let 19. století, kdy firma začala vyrábět jízdní kola. Zakladatel Škody Laurin a Klement potom začali vyrábět motocykly a do roku 1905 firma vyráběla auta. Po 2. světové válce byla firma znárodněna, ale udržela si dobrou pověst až do 60. let 20. století výrobu takových modelů jako byly Škoda 440 Spartak, 445 Octavia, Felicia a Škoda 1000 MB.

Špatné vnímání značky Škoda v západní Evropě se zcela změnilo po jejím převzetí skupinou Volkswagen v roce 1991. V roce 2011 Škoda prodala rekordní počet 875 tisíc vozů, tedy 1.5% z celkových prodejů aut na celém světě.



Zdroj: IBCA, ACEA, Helgi Analytics

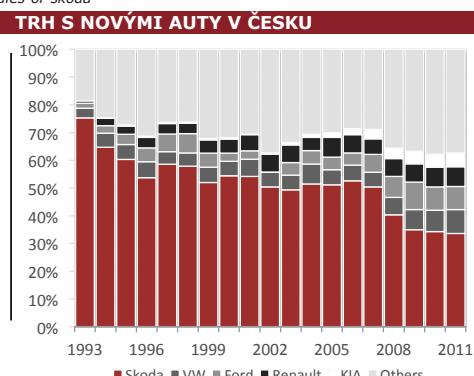
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HELGIHO POINTA

Česká republika (společně se Slovenskem) se za posledních 10 let stala "Detroitem Evropy". Obě země vyrábily nejvíce osobních aut na světě měřeno k velikosti jejich populace.

Zatímco Česko má bohatou zkušenosť s výrobou automobilů již od časů Laurina a Klempa, obě země dnes těží hlavně ze spojení s německým Volkswagensem a expanzí jihokorejských automobilík Kia a Hyundai.

Škoda Auto zůstává největším prodejem na českém trhu, i když její podíl se snížil ze 60% v polovině devadesátých let na zhruba 35% v současné době. Ně žeby to Škodovce přiliš vadilo. V roce 2013 může prodej Škody překročit hranici 1 milionu vozů, takže sázka na velké rozvíjející se trhy jako jsou Čína, Rusko nebo Indie se zatím vyplácí.



O PRODUKTU

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ABOUT HELGI ANALYTICS

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Helgi Analytics also runs a web application called Helgi Library, which is a database/library offering data and analyses on more than 95% of the world's economy and population. The Library aims to bring interesting statistical data and analyses to a wide audience under affordable conditions. If you wish to get more details, please visit www.helgilibrary.com or contact us at info@helgianalytics.com.

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