

Press Kit: Škoda Kushaq – Style & Ambition



Š K O D A

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The Škoda Kushaq

the versatile urban SUV

for the Middle East

- › Compact SUV with striking bodywork designed for urban living
- › Entry-level Ambition and well-equipped Style deliver great value, European quality motoring
- › Ample space, exceptional comfort and Škoda's Simply Clever features for fuss-free travel
- › Modern infotainment system with SmartLink technology
- › Reassuring list of safety features contribute to a 5-star Global NCAP safety rating
- › Efficient TSI engine for optimal drivability and economy



Middle East, January 2024 – The Škoda Kushaq is the newest in the comprehensive range of models offered by the Czech brand in the Middle East, bringing an exceptional combination of style, space, functionality, features and driveability, not forgetting European standards of quality, to the region's compact SUV sector.

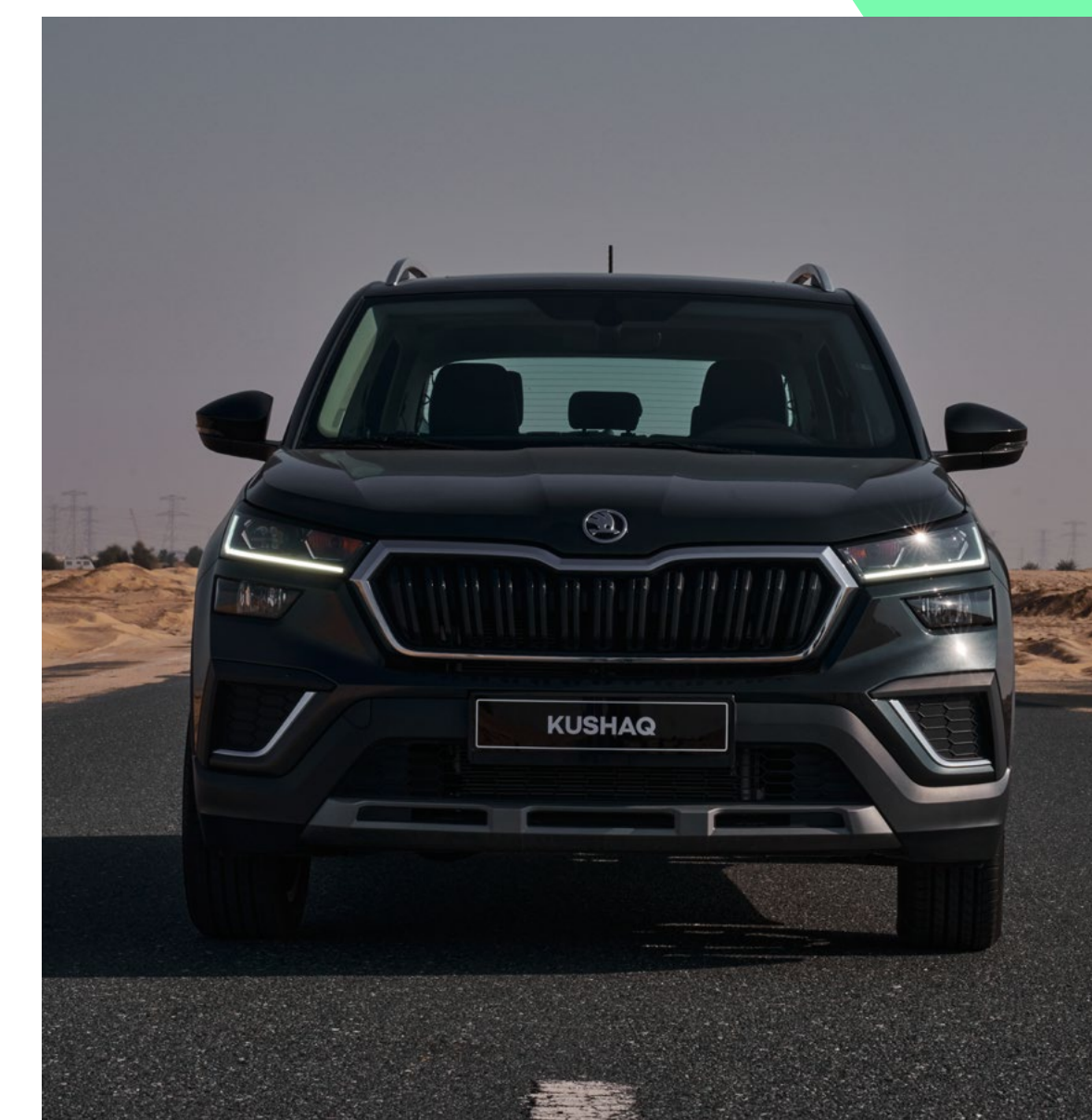
The Kushaq is styled to appeal to aspirational younger drivers and families. The robust bodywork and stylistic details give the everyday explorer a greater sense of individuality on Middle Eastern roads. With instantly recognisable Škoda-specific design cues like the family grille, and other features like LED light fixtures and alloy wheels up to 17 inches in diameter, the Kushaq provides a distinctive alternative to less inspiring models marketed by other brands in the region.

The compact exterior dimensions make it the ideal urban commuter, while the cabin is easily large enough to accommodate five adults in comfort, with up to 385 litres of luggage space with the rear seats up. In the front, the surrounding surfaces are populated by chic design elements and soft-touch surfaces, including a leather-wrapped two-spoke steering wheel and shift lever. There are also Simply Clever solutions like a non-slip base cup holder and bag hooks in the boot.

The cabin centres around an 8.25-inch free-standing, touchscreen infotainment system, which enables smartphone integration via SmartLink technology, for wireless Apple CarPlay and wireless Android Auto connection. Together with features such as the standard 6-speaker sound system, available wireless charger for smartphones and two USB-C ports in the centre console and two USB-C ports in the rear, this means occupants can stay connected and entertained throughout the journey.

The Kushaq is equipped with a host of standard and available safety features, depending on the variant. These include ESC, up to six airbags, park distance control, hill start assist, and ISOFIX points for child seats. Added peace of mind comes with the Kushaq's 5-star Global NCAP rating – the highest possible score for both adult and child occupant safety.

Powering the Kushaq is a versatile 1.0 turbo engine that delivers a healthy 85 kW (114 HP). The torque is multiplied using a modern, seamless shifting 6-speed automatic transmission with a hydrodynamic torque converter, and then transferred to the road using a lightweight front-wheel drive configuration. Together they work to provide strong driveability, while minimising fuel consumption and maximising range.



The entry-level Ambition variant has everything required for everyday motoring with features like a multi-function leather steering wheel, Climatronic air conditioning, park distance control, cruise control, a rear camera and two airbags. The Style variant raises the bar further, with 17-inch alloy wheels, a sliding sunroof, ventilated leatherette front seats and six airbags as standard. A wireless charging phone box, 8-inch Virtual Cockpit and KESSY keyless entry are also standard.

The name of this compact SUV is derived from the ancient Indian language Sanskrit. In the 'language of the gods', still used today, the word 'kushak' denotes a king or an emperor. This complements the powerful appearance of the new Škoda Kushaq. Spelling the name with the letter 'K' at the beginning and the letter 'Q' at the end is in keeping with the distinctive nomenclature for the brand's other internationally successful SUVs like the Kodiaq, Karoq and Kamiq.



Exterior

Fresh, powerful appearance for the Middle East's roads

- › Robust bodywork with optimal space, ideal for aspirational young drivers and families
- › European quality at affordable prices
- › The Kushaq's design is testament that SUV buyers don't have to sacrifice style for practicality
- › A range of appealing colour schemes for great road presence
- › Features include Crystalline LED head lights and tail lights, electric mirrors and KESSY keyless entry



The Škoda Kushaq is designed to exceed expectations, and not just as an SUV that simply gets the occupants from A to B. It is an extension of the individual's style and an invitation to young and aspiring individuals to take on the world boldly without compromising style for substance.

The Škoda Kushaq is a fresh take on the Middle East's ever-growing compact SUV segment. With the larger mid-size Kodiaq and compact Karoq models delivering in their respective segments, the Kushaq has entered the market aimed at value-driven customers who spend much of their time in an urban environment, and who desire a car manufactured to European standards of quality

The Kushaq is available with a curated palette of exterior paint schemes such as Candy White, metallic Reflex Silver and metallic Carbon Steel. For an even more distinctive look, buyers can choose a metallic Honey Orange or Tornado Red as well.



A European quality SUV for first-time buyers and young adults with an urban lifestyle

The Kushaq is specially designed to be an urban SUV, but with dimensions that make it a driver-friendly companion for the Middle East's bustling metropolises. This compact SUV stretches 4,221 mm bumper to bumper, is 1,760 mm wide at the hips and stands at a relatively tall 1,612 mm for uncompromised visibility of the road ahead and a rugged SUV stance. It has a wheelbase of 2,651 mm, which is among the longest in the segment, ensuring an uncompromised ride quality, while a ground clearance of 188 mm helps minimise scratches and dents to the underbody.

The Kushaq range starts with the entry-level Ambition trim, which comes with 16-inch Grus alloy wheels, while the 17-inch Atlas two-tone alloy wheels on the Style variant further enhance its overall stance.

Sophistication in design

Keeping true to the Škoda VISION IN concept car, the Kushaq retains the definitive modern but rugged theme in the production model. The tastefully faceted form features a distinctive front end and prominent bonnet that make it easily recognisable as a Škoda vehicle and a Kushaq from all distances.

The wide chrome family grille populated by gloss black vertical ribs separates the split headlamp clusters and also lends the family resemblance. The ready-for-rock-and-sand feel is lent by the designers by having a body-coloured upper section and black plastic trims in the lower parts. A straight roof line as well as a tornado line at the level of the door handles helps augment the visual size of the Kushaq making it appear longer than it is. The structured rear is characterised by the elongated roof spoiler, a silver diffuser at the bottom and yet another silver strip that seamlessly connects the reflectors to create a cohesive look overall. The Kushaq is a testament that style is not independent of the segment.

LED headlights and tail lights

Giving the Škoda Kushaq unmistakable character on the roads are clear-cut headlights that feature a two-part design. On all trims, this headlight design consists of an LED module set behind a clear lens for both low beam and high beam, and a thin, L-shaped LED module for the daytime running lights. The indicators are equipped with classic bulbs blink, as are the fog lights located in the lower valance. At the rear, the reflectors in the bumper combine with the rear lights that feature the Škoda-typical Crystalline structures to form a C-shape. The LED-powered tail and brake lights work on the Style variant with the utmost efficiency and deliver instantaneous response, while the Ambition features classic light bulbs.



Interior

stylized, functional and spec'd with technology

- › Kushaq offers a range of features rarely found in the segment, including ventilated leatherette front seats, sunroof and a virtual cockpit
- › A modern interior that centres around a free-standing, infotainment display and the use of quality materials
- › Climatronic air conditioning with touch control panel as standard
- › Škoda-typical Simply Clever solutions and practical storage



The cabin of the Škoda Kushaq is designed to be effortlessly ergonomic and emotive. A tablet-like infotainment display measuring 8.25-inches is the focal point of its dashboard. As is typical of Škoda, the Kushaq boasts a spacious cabin, an array of Simply Clever features and a multitude of storage options.

Every variant of the Škoda Kushaq is equipped with a powerful and self-regulating Climatronic air conditioning with a touch control panel. Even more ultra-modern features are offered in the high-spec Style variant, which comes with ventilated leatherette front seats, KESSY keyless entry, an electric sliding glass roof and an auto-dimming rear view mirror.

Modern interior and up to 26.2 litres of interior storage space in total

Within the sophisticated cabin of the Škoda Kushaq is ample space for five occupants and their luggage, with the boot providing up to 385 litres of space with the rear seats in place. The interior of the Kushaq centres around a free-standing 8.25-inch infotainment touchscreen, with a character line running below, mimicking the silhouette of the Crystalline grille. A multifunction two-spoke steering wheel in the latest Škoda styling, upholstered in leather, comes as standard.

A unique recess on the dashboard has been specially designed to keep knick-knacks or a firmly attached lucky charm in clear view. All models offer a variety of storage compartments with a total capacity adding up to 26.2 litres. These include the 6.1-litre glove compartment, which is air-conditioned on all trim levels to keep beverages cool, and the 2.2-litre Jumbo Box in the centre console. In the front and rear door panels, there's room for storing bottles and other knick-knacks. A cup holder can be found in the armrest of the rear seat, which folds down in a ratio of 60:40 on both models.



Simply Clever features for everyday convenience

Keeping practicality in mind ŠKODA has equipped the Kushaq with numerous Simply Clever solutions, which are essentially details, features and innovations - some patented - to improve the quality of our everyday motoring lives. The likes of which include bag hooks in the boot, a non-slip base in the cup holder in the centre console and a ticket holder on the A-pillar. The Style variant also includes the Phone Box in the front, in which a smartphone can be charged inductively, and smartphone storage pockets on the front seatbacks in both variants.



Pleasant illumination and elegant ambience

Even in the entry-level Ambition, the Škoda Kushaq offers white ambient lighting of the dashboard and LED reading lights in the front and rear. For the Style, the door handles are chrome-plated and the gearstick knob is upholstered in leather. The Style trim is particularly elegant, offering an extended chrome package with decorative chrome trim on the instrument panel as well as the gearstick surround; the handbrake locking button also sports a chrome look. The side bolsters of the ventilated front seats, which come as standard on Style trim, are finished in a leatherette look, as are the covers of the centre armrest and the armrests in the doors.

Wireless Charging

Seamless Connectivity on the Move with Wireless Phone Charging.



12V Power Socket In Front Centre Console

A 12V power socket is provided in the front centre console to give ease of use on the go.



Adjustable Rear A/C Vents

The adjustable rear A/C vents ensure comfort for all passengers on-board the Škoda Kuchaq.



Climatronic A/C with Aircare Function

Climatronic automatic air conditioning with electronic regulation of cabin temperature to ensure that everyone in the car enjoys maximum comfort.



Rear View Camera with Static Guidelines

To make driving and parking a breeze, the car is equipped with a rear camera.



Two USB-C Socket In Front and Rear

Charge your devices with ease with two USB-C sockets in the front and rear.



Kessy

The Keyless Entry Start & Stop System enables convenient locking and unlocking of the car.



Cruise Control

Along with your pre-set speed, cruise control allows speed adjustments without pedal use.

Connectivity infotainment systems with SmartLink

- > Colour, 8.25-inch touchscreen
- > Smartphone integration via SmartLink technology, for wireless Apple CarPlay and wireless Android Auto connection
- > Škoda sound system with six speakers



The Škoda Kushaq comes with a modern 8.25-inch infotainment system which enables smartphone integration via SmartLink technology, for wireless Apple CarPlay and wireless Android Auto connection.

Staying connected while on the move

Both trim levels feature an infotainment system with an 8.25-inch colour touchscreen that has the same functionalities as are common for smartphones and an external microphone for hands-free phone calls. On top of this, the system supports the Mobile Phone Interface - Smartphones can be paired and accessed without the need for a cable using wireless SmartLink technology. In addition to MP3 and WMA, the infotainment system can also play AAC and FLAC media files

There are two USB-C ports in the centre console and another two in the rear for connecting and charging mobile devices via cable on the go to facilitate owners' fast-paced lives. The Style variant is equipped with a Phone Box in the front which allows smartphones to be charged inductively.

Škoda sound system

The Škoda Kushaq comes with six high-performance speakers as standard – two separate tweeters and bass speakers in the front and two two-way speakers in the rear – providing a wide frequency range and the best listening experience.



Safety

six airbags and various assistance systems ensure safety on fast roads

- › 5-star rating in Global NCAP crash tests
- › Extensive range of features for exceptional active and passive safety
- › ESC as standard with all trim levels
- › Hill-Hold Control and tyre pressure monitoring as standard equipment
- › ISOFIX and top tether anchor points enable safe installation of child seats
- › High Strength Steel Frame and Electronic Differential Locking System



The Škoda Kuchaq comes with a wide range of active and passive safety features as standard, which have led to it being awarded a maximum 5-star rating in the Global NCAP crash tests for both adult and child occupant safety. There are features such as Hill-Hold Control and a tyre pressure monitoring system, while occupants are protected by up to six airbags, and the standard ISOFIX and top tether anchor points provide maximum safety for babies and toddlers.

With its comprehensive range of active and passive safety features and numerous convenient assistance systems, the Škoda Kuchaq safety is ensured at all times by the Electronic Stability Control (ESC) system, which is a standard feature on all variants. The Multi-Collision Brake prevents potential follow-on collisions in the event of an accident.

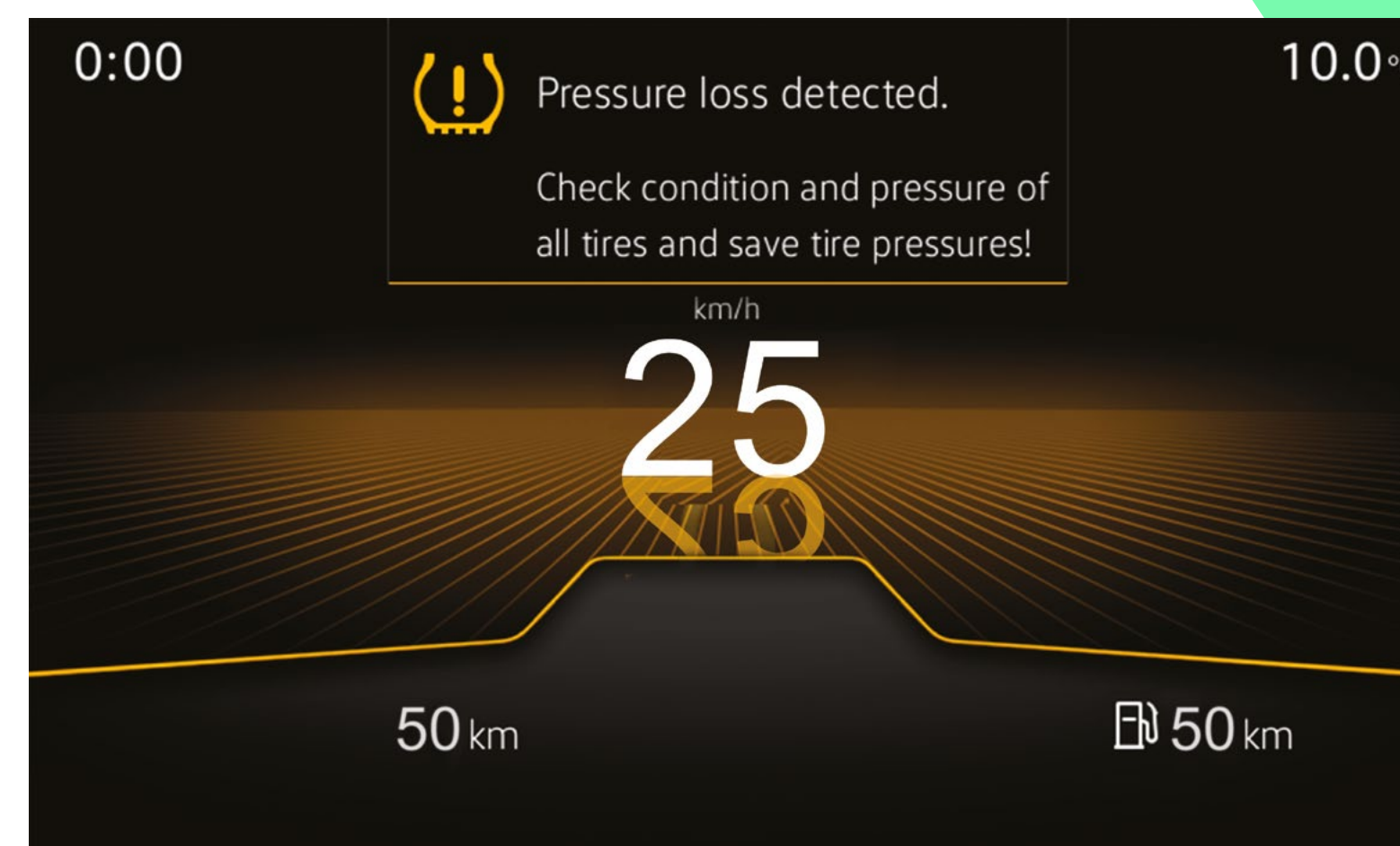
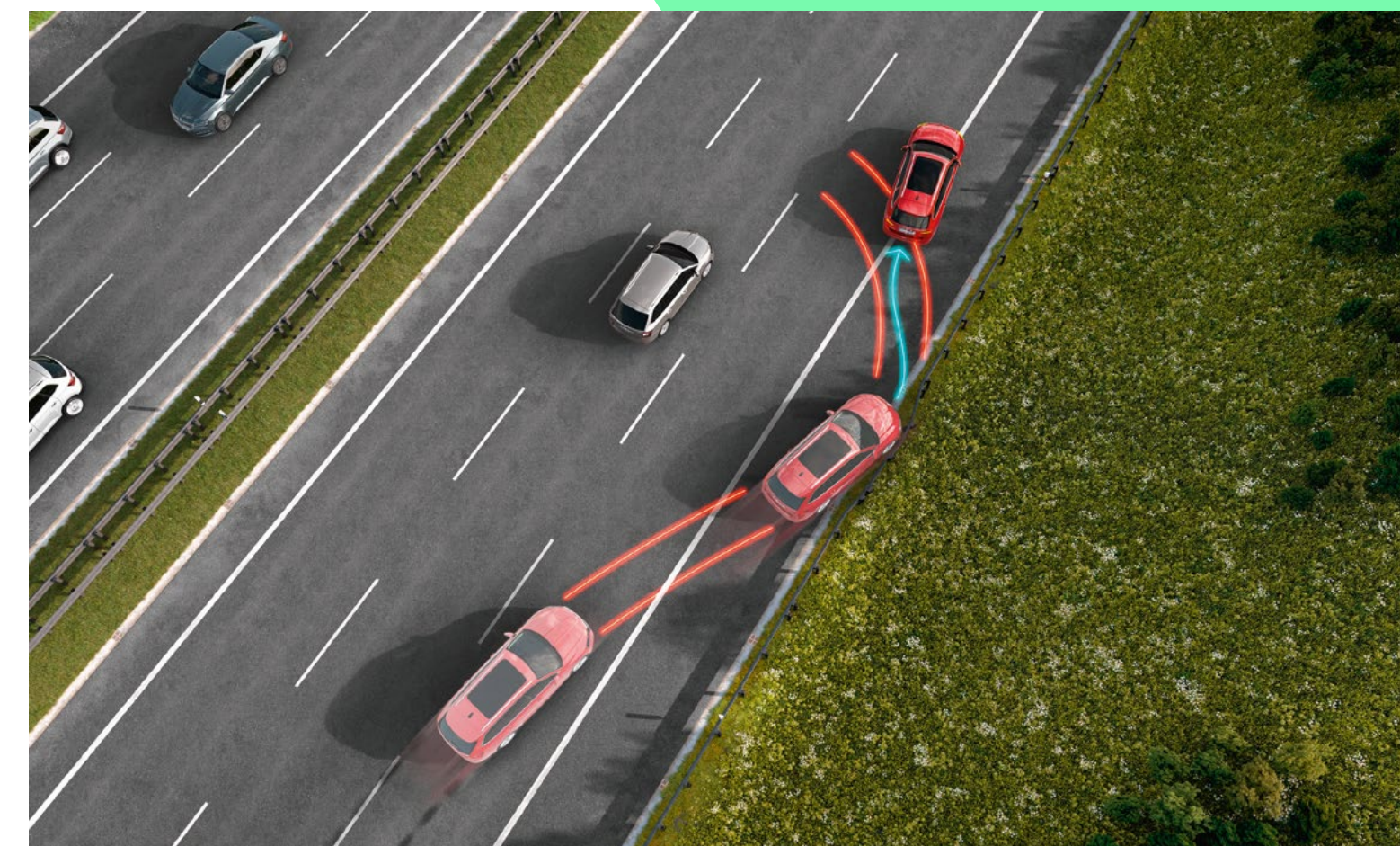
Should an accident occur, the vehicle's occupants are protected by up to six airbags, with front side airbags and curtain airbags on the Style variant. All headrests are height-adjustable, and the centre seat in the rear is also equipped with a three-point seat belt. ISOFIX and top-tether anchor points on the rear seats to fit child seats come as standard.



Driver assistance systems for more control

There are numerous assistance systems fitted as standard to support drivers of the Škoda Kuchaq and offer added peace of mind. These include Hill-Hold Control and a cruise control system available on all variants, as well as light and rain sensors on the Style variant, which automatically switch on the low beam or windscreen wipers when required. Park distance control and rear-view camera come as standard, as does a tyre pressure monitoring system to keep an eye on the air pressure.

The fitment on all models of Traction Control, ABS, Roll Over Protection, Electronic Differential Locking system and Motor Slip Regulation further contributes to provide optimal reassurance for both driver and occupants.



Powertrain

Versatile 1.0 TSI engine

- › Punchy and highly efficient TSI petrol engine provides a max. output of 85 kW (114 HP)
- › Fuel economy of 16.8 km/l
- › 6-speed transmission, with hydrodynamic torque converter, for seamless shifting





The Škoda Kuchaq is equipped with an advanced 1.0 Turbo engine which can deliver peppy performance, achieve remarkable fuel economy and meet stringent emission standards.



Efficient 1.0 TSI engine

The efficient direct-injection turbo petrol engine produces a maximum output of 85 kW (114 HP) at 5000 - 5500 rpm and 175 Nm of maximum torque between 1750 - 4500 rpm. This puts the Kuchaq's specific power rating at an incredible 114 HP/litre. At the same time, it minimises fuel consumption, with an official fuel economy figure of 16.8 km/l.

Smooth-shifting transmission and lightweight FWD configuration

Power is transmitted from the 1.0 Turbo engine to the lightweight front-wheel drive configuration by a state-of-the-art 6-speed automatic transmission with a hydrodynamic torque converter. The seamless power delivery of this gearbox helps cut transmission losses resulting in effortless acceleration.

The gearbox's characteristics also help the Kuchaq achieve commendable fuel economy and emission ratings. It is also equipped with a 50 litre fuel tank (which includes a 7 litre reserve) for outstanding range.

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Škoda Middle East

- > established its first dedicated Middle East head office at the end of 2023 in Dubai, UAE.
- > markets currently include UAE, Kuwait, Bahrain and Qatar
- > currently offers customers a range of passenger cars: the Scala, Octavia and Superb as well as the Kamiq, Karoq, Kodiaq and the latest model, Kushaq.
- > dealerships have been selling Škoda cars in the region for the past 15 years.

Škoda Auto

- > is successfully steering through the new decade with the Next Level – Škoda Strategy 2030.
- > aims to be one of the five best-selling brands in Europe by 2030 and is emerging as the leading European brand in important growth markets such as India or North Africa.
- > has been a member of the Volkswagen Group for 30 years. The Volkswagen Group is one of the most successful vehicle manufacturers in the world.
- > independently manufactures and develops not only vehicles but also components such as MEB battery systems, engines and transmissions in association with the Group.
- > operates at three sites in the Czech Republic; has additional production capacity in China, Slovakia and India primarily through Group partnerships, as well as in Ukraine with a local partner.
- > employs over 40,000 people globally and is active in over 100 markets.