

The story of happy drivers

Skoda don't just manufacture cars, they also manufacture happy drivers. To understand how consistently happy our drivers are you need to look no further than the JD Power & Associates Customer Satisfaction Survey. This is arguably the most extensive and prestigious annual survey of car owners' satisfaction in the UK with over 16,000 motorists surveyed this year. Skoda has been placed in the top five for 13 consecutive years, finishing joint second in 2007 and second in 2008.

In another high profile study, the Auto Express Driver Power Survey 2008 of 32,000 drivers, the Skoda retailer network performed brilliantly again being placed second. Auto Express said, "Is there any part of the Skoda ownership experience that doesn't come up to scratch? It doesn't look like it!"

Top Gear magazine also surveyed 56,000 car owners in 2006 on their driving experience and placed Skoda top out of 35 car manufacturers, hailing it as a "stunning achievement".

Tony Slack commented, "The recent Driver Power 2008 survey is great news for the Skoda network, it's our discerning customers that we need to thank, as we know how passionate they are about owning a Skoda and want to share their positive experiences".



Derek and Tony Slack

The story behind the awards

Skoda scoops 2nd spot in the prestigious *JD Power and Associates* Customer Satisfaction Survey.

Octavia ranked 4th overall and tops the best small family car category

Octavia is the 2007 and 2008 *Auto Express* Driver Power 'car of the Year.'

Octavia Scout awarded *Caravan Club* 2008 Towcar Awards 'Best 4x4 under 1,800kg.'

Skoda dealer network is placed 2nd in the 2008 *Auto Express* review of dealers.

Octavia Scout awarded 2008 *4x4* magazine 'Best Cross Over Estate.'

Skoda is ranked top in the latest *Top Gear* Customer Satisfaction Survey.

Skoda is rated by *Business Car* as one of today's greenest car makers.

58 REGISTRATION

big on values

fabia 1.2 5-Door

£1000 FOR YOUR OLD CAR
£100 AND ONLY... PER MONTH

Typical Credit Example: 58 Fabia1
On the road price: £7,000
Deposit/Advance: £1,000.00
First payment: £225
Followed by 41 months @ £100
Optional final payment: £2100
Total Amount Payable: £8,538.53
APR: 6.4%
Annual mileage: 8,000
Excess mileage: 30p

"The new Fabia is one of the most practical and spacious vehicles in its class, offering more headroom than any of its rivals."

Phil Cross
SALES CO-ORDINATOR



standard features include:

- ▶ ABS Brakes
- ▶ Central Locking
- ▶ Driver/ Passenger Airbags
- ▶ Electric front Windows
- ▶ Radio/CD with MP3 socket

free Air Conditioning WORTH £15 AND 3 years free servicing

*When purchased using a Skoda Solutions finance package.

Call now on: 01642 256100

Octavia VRS CLEAN, MEAN, DRIVING MACHINE

We are pleased to announce the arrival of two new technologies to the Octavia VRS-the common rail diesel engine and the DSG gearbox.

The Octavia VRS will have its 2.0 TDi PD 170bhp replaced with the 2.0 CR 170bhp. This engine will be available with both a manual six-speed gearbox and with an automatic six-speed DSG gearbox.

Even better news is that we can offer this great new engine for the same price as the outgoing PD version and maintain the standard DSG premium applied to the rest of the range. Benefits will include: Quieter running, improved performance, fewer moving parts in the cylinder head and improved exhaust gas cleaning system.



DID YOU KNOW?...

First public buses in Bohemia bore the L&K logo

The Czech Republic is celebrating the 100th anniversary of public bus services this year. Skoda Auto, or rather Laurin & Klement at that time, provided its HOP omnibuses to the service operator.

The Czech Republic is celebrating the 100th anniversary of public bus services this year. Skoda Auto, or rather Laurin & Klement at that time, provided its HOP omnibuses to the service operator. Two lines, Pardubice-Holice and Pardubice-Bohdane were launched in May 1908.

The very first regular bus service was launched a few weeks earlier in Prague. From March 1908, Laurin & Klement omnibuses started at the Lesser Town Square Malostranské and went up Nerudova Street to Prague Castle and then to Pohorelec. From 1 May 1908 the line was extended to include the Charles Bridge. Laurin & Klement omnibuses were tested in Prague from 1907. The names of the vehicles referred to the purpose for which the first model of a particular type was produced. For example, HOP was a type H omnibus intended for Prague. However, every vehicle was a customised original.



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58 REGISTRATION

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fabia 1.4 TDi greenline

£11,495

free Insurance SUBJECT TO STATUS

"With the lowest road tax of just £35 a year, a low insurance Group 3 and one simple yearly service, plus a combined fuel consumption of 68.9 miles per gallon, the Fabias annual outgoings become urgently interesting."

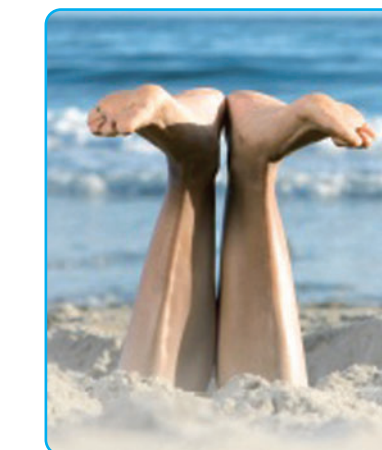
Phil Manley
SALES EXECUTIVE



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What the press think

"This is an enormously able little car that becomes more relevant with every day that passes."
Quentin Wilson
Sunday Mirror 25 May



Don't bury your head in the sand, it's only a cambelt!
Do you know when your Skoda's cambelt needs replacing? If not, please speak with Ian, Steve or Craig on service reception.



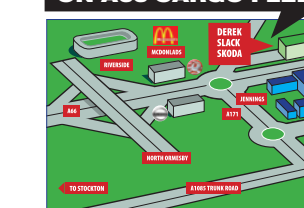
Tony Slack hands over the keys to Keith Laycock-Police Fleet Manager



Cleveland Police stick with Skoda

Cleveland Police are continuing to use vehicles from the latest Skoda range in their efforts to crack crime. This month they took delivery of four Octavia 2.0T-FSI VRS 200bhp hatchbacks with Derek Slack Motors being the approved delivery dealer for Skoda UK.

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'Fab,' says Fabia winner!



Mary finds the key to happiness

By Catherine Boyle
 SUNDAY Express competition winner Mary Malloy is walking on air after becoming the proud owner of a new Skoda Fabia Sport.
 "I still think I'm dreaming," said the 75-year-old grandmother-of-two from Penrith, Cumbria.
 "I was running around in an old Volkswagen Polo before, so this couldn't have come at a better time. I'm thrilled to bits with my new car. It was a shock when I found out I'd won. I didn't believe it at first, but now I'm walking on air."
 Mary loves her new yellow Skoda so much that she refused to drive it on the unluckiest day of the year just in case her good luck had run out.
 "I'm very superstitious so I didn't dare take my new car out on Friday the 13th for fear of anything happening to it," she said. "I couldn't bear to get even a scratch on it."
 The stylish Sport is available with two petrol and two diesel engines and is part of the new Fabia range, which starts at £7,890.
 With insurance groupings starting as low as 1E and combined fuel economy of 61.4mpg for the 1.4 TDI 80hp model, the little Skoda is certain to keep running costs down.

STOP PRESS Skoda produces 2 millionth Fabia

The 2 millionth Skoda Fabia to be produced has just rolled off the production line. The record breaking vehicle was a 'Satin Grey' estate 1.4 litre 16 valve. Skoda's Fabia has been a huge success since the launch of the first generation model back in 2000.

Setting standards with... Trading Standards

Derek Slack Motors have once again been successful in renewing their membership with Middlesbrough Council's 'Motor Trade Partnership', which is administered & regulated by the trading standards department. The bi-yearly renewal involves strict sales process & document audit & consumer law training. Derek Slack Motors have been a member of the scheme since its creation in 2001 and are convinced that local consumers recognise the value of the scheme and the peace of mind it brings.

58 | REGISTRATION **big on values**

Roomster 5-Door MPV

- standard features include:
- ▶ ABS Brakes
 - ▶ Central Locking
 - ▶ Driver / Passenger & Curtain Airbags
 - ▶ Front Electric Windows
 - ▶ RADIO/CD with MP3 socket

* After FREE upgrade FROM **£8999**

free Trim upgrade WORTH £1000

"The Roomster is my top-tip for all round, value for money motoring! What other vehicle offers so much space and refinement for such a small price tag? Think 58 reg-think Roomster!"

Jed Thirkell
 SALES EXECUTIVE



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Czech it out! Staff News

THE OFFICIAL NEWSLETTER FOR DEREK SLACK-SKODA

who's who? at Derek Slack Motors-Skoda

Derek Slack.....Managing Director
 Tony Slack.....Dealer Principal
 Mark Hall.....Sales Manager
 Craig Parry.....Aftersales Manager
 Phillip Cross.....Car Sales-Co-ordinator
 Graeme May.....Workshop Controller
 Phil Manley.....Sales Executive
 Jed Thirkell.....Sales Executive
 Karl Lawton.....Sales Executive
 Ian Pattinson.....Service Reception
 Steve Barnett.....Service Reception
 Colin Leatherland.....Technician
 John Goodman.....Technician
 Malcolm Smith.....Technician
 Barry Majer.....Technician
 Phil Weighell.....Technician
 Robert Harker.....Apprentice Technician
 Luke Miller.....Apprentice Technician
 Steve Parkin.....Parts
 Collette Clare.....Parts
 Patricia Barclay.....Receptionist
 Linda Slack.....Accounts
 Paula Slack.....Accounts
 Tracey Waite.....Accounts
 Michelle Loughran.....Car Sales/Admin
 John Heavide.....Valet Team Leader
 David Burnside.....Valet
 Roger Styles.....Valet

New accounts co-ordinator

Tracey recently joined the team bringing with her many years of experience working in the motor trade. Since leaving college, Tracey has worked for several main dealers.

Tracey Waite

Karl joins the sales team

Karl Lawton has recently joined our sales team. Although Karl is new to the motor trade, he has many years experience in retail and is looking forward to a new challenge. We would also like to congratulate Karl & Marie on the arrival of their baby boy Gabriel.

Karl Lawton

Baby boom...

We'd also like to congratulate Graeme May and partner Julie, on the arrival of their baby girl Livia, not forgetting Steve Barnett and Nichola on the arrival of their baby girl Toni.

YOUR LOCAL ACCREDITED SKODA MOTABILITY SUPPLIER

Did you know that if you receive the Higher Rate Mobility Component of the Disability Living Allowance or the War Pensioners' Mobility Supplement, getting a new car is easier and more affordable than ever? Through Motability, you simply turn part or all of your allowance into the car of your choice..

TEESSIDE'S OFFICIALLY APPOINTED SKODA MOTBAILITY PROVIDER

Nil Deposit

AVAILABLE ON:
 ROOMSTER, OCTAVIA, AND FABIA

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58 | REGISTRATION **big on values**

Octavia 5-Door Hatch

- standard features include:
- ▶ ABS Brakes
 - ▶ Central Locking
 - ▶ Driver / Passenger front & side Airbags
 - ▶ Climatic Air Conditioning

* After FREE upgrade FROM **£9995**

free Trim upgrade WORTH £1000

"The Skoda Octavia has fought off some pretty stiff competition over the years to maintain its title as one of the leading hatchbacks and it continues to keep coming out on top! The Octavia estate has also been voted the Best Buy Estate under £15,000 by What Car? magazine. For me, it's one of the best equipped, value for money vehicles on the road today!"

Mark Hall
 SALES MANAGER



Call now on: 01642 256100

derekslack MOTORS **FAMILY CARS FROM A CAR FAMILY SINCE 1973**

HAVE YOU ORDERED YOUR... NU58CAR

big on values

Introducing the all new... Superb

Depending on how you view it, the new Skoda Superb marks either the end of one phase of the historic Czech company's resurgence or the start of the next. It's arrival completes a four-model range in which each line now has distinctive Skoda design DNA rather than styling cues borrowed from elsewhere within the VW group.

The original 1930's Superb's design was luxurious and elegant both inside and out, built to appeal to the world's leaders and royalty. The latest Superb takes the sumptuous design cues from its earliest predecessor and offers a completely new car, wholly designed and engineered at the technical Centre in Mlada Boleslav.

Not only does Superb feature great new design but also fantastic new technology including the unique 'Twindoor' function which allows the car to be both a saloon car and a hatchback at the press of a button, depending on what the users' needs are.

Whilst Superb is all new, with new design and new technology, providing clever solutions for drivers, it still retains the core values

of the Skoda brand, outstanding value for money and that extra bit of car.

The official UK launch date on the 18th September, will see the unveiling of this most elegant of Skodas in our showroom at 7.30pm. Derek and Tony Slack cordially invite customers both old and new to come along for light refreshments and to see at first hand the stylish design of this flagship Skoda.

18th September
 Don't miss the GRAND UNVEILING
 7.30pm



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