

## Skoda stays on the puck

Skoda has extended its partnership with the German Ice Hockey Federation (DEB), which began in 2017, for the 2023/2024 season. This means that the Czech VW subsidiary will be present at international matches and other appearances by the national team. For example, this week at the Germany Cup, where Germany, Denmark, Austria and Slovakia will compete against each other in Landshut. The DEB team has 21 Skoda vehicles at its disposal, which are used as company cars or VIP shuttles.

In addition, the Skoda logo will be visible as under-ice advertising at DEB home games of the senior national team, supplemented by the word mark on the boards of the pitch and emblems on the players' jerseys and shorts. The brand will also be visible in words and images on the DEB website and social media channels as well as on and in the various printed materials of the sports association such as stationery, flyers, program booklets or the sponsor wall used during interviews in the mixed zone. (aum)

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## Images for article



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