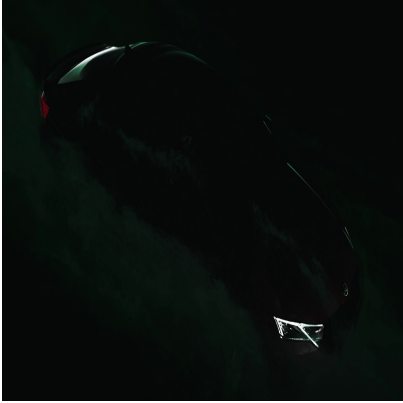




The World Keeps Turning for Å koda

Description



In 2025, Å koda celebrates 130 years of history, tracing its evolution from pioneering bicycles and motorcycles in MladÃ; Boleslav to becoming a global leader in automotive engineering. The anniversary is not just about honoring a storied past, but also highlighting how Å koda continues to shape the future with fresh models and forward-looking design. The 130th anniversary â??130 editionâ?• models pay tribute to this enduring spirit, blending tradition with modern flair in every detail.

Finding the Perfect Anthem: Tracks & Fieldsâ??s Music Supervision

For this milestone campaign, Tracks & Fields sought more than just background music, they wanted a sonic signal of triumph, joy, and timeless momentum. After an extensive search, “World Keeps Turning” by All Good Folks emerged as the perfect match. Its anthemic energy and uplifting message provide the heartbeat for Å koda’s latest campaign, reinforcing the theme that, just like Å koda, the world keeps moving forward, stronger with every turn.

Meet All Good Folks

All Good Folks are a Brighton, UK-based project that refuses to be boxed in. Their dynamic range stretches from surging rock riffs to anthemic hip-hop, united by massive production and infectious energy. Their sound is hard to pin down but impossible to ignore, and recent high-energy anthems are proof of their versatility. With tracks that spark instant connection and elevate any moment, All Good Folks were a natural fit to help celebrate Å koda’s bold legacy.

Why “World Keeps Turning” Was the Right Choice

Celebration campaigns demand an anthem that unites communities, excites hearts, and feels as expansive as the brand’s story. “World Keeps Turning” conveys perseverance and hope, echoing Å koda’s own journey through challenges and successes over 130 remarkable years. The result is a campaign filled with optimism, unity, and the promise of continued adventure, set to a track that will stick with audiences long after the final note.

Tracks & Fields is proud to have helped mark this historic Å koda anniversary with a tune that truly moves people and brand alike, underlining a message that, as the world keeps turning, so does Å koda’s passion for innovation and progress.



