



The countdown begins

SEAT presents a surprisingly innovative stand concept at the Paris Motor Show

- / The company will have two spaces enabling visitors to live and experience the brand, designed around a 4D experience and the Created in Barcelona concept
- / SEAT is unveiling the Ateca X-Perience in Paris

Martorell, 26/09/2016. - SEAT has begun the countdown to the Paris Motor Show, which opens its doors to the public from 1 to 16 October. But immediately prior, on 29 and 30 September, during the event's press days, SEAT will reveal a unique stand concept that will deliver a brand experience which is completely different than any seen until now.

The Spanish brand will be displaying a surprising new stand format made up of two distinct spaces. An interactive 4D amphitheatre where a continuous press conference will be held every 30 minutes and will feature a car configurator that uses BitBrain technology to configure the SEAT Ateca that best suits users' emotions, and an outdoor area where SEAT will arrange a place for socialising, a press centre and a chill-out zone, among others, so that visitors can live and experience the brand.

The Created in Barcelona concept will also feature prominently in the space set aside for SEAT in Paris to highlight qualities such as innovation, technology and urban design, all values shared by SEAT and the city of Barcelona.

SEAT is undergoing a process of transformation to become a brand that focuses on offering easier, more accessible mobility solutions. This transformation will modify the company's vision for the future, its concept of mobility, products and services, as well as structures, procedures and internal teams.

The Ateca, the brand's third pillar, will also play an important role in the French capital. SEAT's successful first SUV is going a step further with the X-Perience version, which will be making its debut appearance. The Ateca X-Perience, inspired by the Mediterranean culture, shows its most adventurous, off-road side and is an exercise that demonstrates the possibilities of the Ateca family and its future potential.

The Paris Motor Show coincides in time when SEAT is consolidating its financial results and is taking on its biggest ever product offensive in the history of the brand. SEAT is steadily progressing towards sustainable profitability and expects to close 2016 with positive earnings after obtaining a half yearly operating profit of 93 million euros, or 77% more than



in the same period last year. Following the Ateca, SEAT is going to launch three new models, including a new SUV crossover which will be developed and manufactured in Martorell.

SEAT is the only company that designs, develops, manufactures and markets cars in Spain. A member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), exporting more than 80% of its vehicles, and is present in over 75 countries. In 2015, SEAT's turnover amounted to over 8.3 billion euros, the highest in its history, and the company achieved worldwide sales of more than 400,000 units for the first time since 2007.

SEAT Group employs more than 14,000 professionals at its three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza and Leon. Additionally, the company produces the Ateca and the Toledo in the Czech Republic, the Alhambra in Portugal and the Mii in Slovakia.

The multinational has a Technical Centre, which operates as a knowledge hub that brings together 1,000 engineers who are focussed on developing innovation for Spain's largest industrial investor in R&D. SEAT already features the latest connectivity technology in its vehicle range and is currently engaged in the company's global digitisation process to promote the mobility of the future.

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