



#DeliveryToEnjoy

## SEAT and Amazon.fr join forces for a unique shopping experience

- / 15 exclusive units of the Mii by Mango Limited Edition, on sale through Amazon.fr
- / Simplified ordering and delivery in 72 hours
- / The operation will take place until 30 October, 2016
- / Personalised follow-up by the SEAT network

**Martorell/Paris, 13/10/2016.** - SEAT, actor of innovation in design and automotive technology, and Amazon.fr, France's favourite retail brand, have joined forces to offer a unique concept in France: order your car directly on Amazon.fr with home delivery within 72 hours. SEAT and Amazon.fr innovate and imagine an easy, quick scheme that focuses on consumer expectations: #DeliveryToEnjoy, an unprecedented collaboration in France, combining the two brands' expertise via a dedicated page.

### Car buyers search online

94% of buyers who think about purchasing a car begin their search online. Consumers expect brands to make them easy offers with personalised support. And that is why SEAT and Amazon.fr have joined forces.

The 15 units of the Mii by Mango Limited Edition that are on sale via Amazon.fr offer a unique accessory kit developed in collaboration with Mango. This series essentially features a special exterior finish in shades of Glam Beige, Intense Black or Atom Glossy, with 15 inch dark grey wheels in combination with Velvet door mirrors. Inside, there is exclusive upholstery in black Alcantara with beige highlights, a leather steering wheel and gear lever knob, and a convenient handbag hook on the glove compartment. It is an elegant urban car, which adds a touch of style to everyday journeys.

### Easy shopping experience

Buyers can reserve one of the 15 exclusive units by making a €500 deposit on Amazon.fr. They will subsequently be contacted by a SEAT advisor who will ensure they are in possession of a valid driving license, complete the order and choice of payment method to pay the balance. Upon validation of the customer's record and the finalisation of the transaction, delivery will be scheduled at the customer's home within 72 hours, supervised by the SEAT dealership closest to where the customer lives.

With this agreement, SEAT provides a personalised and continuous follow-up, by providing its sales force as well as the network for vehicle maintenance. A pooling of forces for a modern approach for the consumer.



The #DeliveryToEnjoy campaign has been created to enhance the buying experience for vehicles in the SEAT range, offering a 100% online experience, with speed and respect of delivery and a streamlined payment solution.

More information on [www.deliverytoenjoy.fr](http://www.deliverytoenjoy.fr)

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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