



#DeliveryToEnjoy

Online reservations of the SEAT Mii by Mango on Amazon.fr with delivery in 72 hours a complete success

- / At the end of the campaign a total of 24 exclusive units of the SEAT Mii by Mango were sold
- / Customers could easily reserve their car on www.deliverytoenjoy.fr and receive it at their home 72 hours later

Martorell/Paris, 08/12/2016. - The #DeliveryToEnjoy campaign launched by SEAT on Amazon.fr, where 15 units of the SEAT Mii by Mango were made available by reservation, exceeded both brands' sales targets and expectations. The exclusive promotion, enabling customers and users to reserve a car directly via Amazon.fr and receive it at their home in just 72 hours, ended with 24 units sold. The enthusiasm generated by the campaign among Internet users was the reason for pushing back the deadline and offering more units for sale.

The goal of the campaign was to provide customers with a shopping experience that is unique, easy, innovative and fast, via a fully online procedure and quick, digital delivery and payment solutions. The positive response to #DeliveryToEnjoy reflects consumers' new demands and shopping habits as they increasingly begin an online search when they think about purchasing a car. The campaign, which was scheduled to end on 30 October, remained active for a month longer than expected, generating sales of 24 exclusive Mii cars instead of the initial 15, thanks to the success of the initiative.

The campaign involved an easy method for customers to reserve and purchase an exclusive Mii by Mango Limited Edition car by making a €500 deposit on Amazon.fr. They were subsequently contacted by a SEAT advisor to confirm they were in possession of a valid driving licence, the choice of payment method and then complete the order. Upon validation of the customer's record and the finalisation of the transaction, delivery was scheduled at the customer's home within 72 hours, supervised by the SEAT dealership closest to where the customer lived.

Through this kind of initiative, the carmaker aims to enhance its dealership network and implement new ways to approach customers in line with the latest consumer trends.

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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