



The brand's sixth biggest market

## SEAT achieves the largest fleet sales order in its history with a sole delivery of 1,750 cars in Turkey

- / Turkish pharmaceutical leading company Abdi Ibrahim has chosen the SEAT Leon for its safety and fuel economy
- / SEAT's true fleet sales saw a 27% rise in Q1 2017
- / In 2016, SEAT broke a sales record in Turkey with almost 20,000 cars delivered, and grew by 10.4% in the first quarter of this year

**Martorell, 27/04/2017.** - SEAT signed the largest fleet sales deal with sole delivery in all its history together with its distributor in Turkey, Dogus Automotive. Turkish pharmaceutical leading company Abdi Ibrahim purchased 1,750 units of the SEAT Leon to be used by its sales workforce. This week SEAT delivered the first 100 units of the Leon and will complete the operation by the end of August of this year.

Abdi Ibrahim chose to rely on SEAT for the safety of its vehicles, and more specifically on the 115 hp Leon 1.6 TDI DSG which is equipped, among other systems, with seven airbags, ABS and ASR, the automatic multicollision brake and rear view camera. The company also highlighted Leon fuel consumption and the success of SEAT compact car in its segment, which was recognised in 2016 by the Otomotiv Distribütörleri Derneği (ODD), the association of automobile distributors in Turkey.

According to SEAT Vice-President for Sales and Marketing, Wayne Griffiths, **"this agreement is an important milestone for SEAT, both for the Turkish market and for brand's global journey, as it strengthens our image in the fleet channel and presents a very interesting opportunity for SEAT growth in Turkey". "News like the one we are celebrating today give us cause for great satisfaction and make us optimistic about the development of our fleet sales. SEAT's product offensive is also going to contribute to increasing our sales in this channel",** added Griffiths.

Turkey contributed in 2016 to SEAT's global sales increase after growing by 41.7%, reaching 19,700 units delivered, which was 5,800 more than 2015 and a record in this market. In the first quarter of 2017, SEAT deliveries in Turkey grew by a further 10.4%, reaching a total of 4,900 vehicles, a figure which is in line with the 14% increase in brand sales worldwide.

The fleet deal signed with Abdi Ibrahim marks a further step in the expansion of SEAT through this channel. In the first quarter of 2017, SEAT's true fleet sales, particularly to companies and leasing, grew by 27% compared to the same period of the previous year.



The SEAT Leon is one of the pillars of the company, together with the Ibiza and the Ateca, and its 2016 posted sales of 165,000 units is the best result to date, with a 3% increase over the previous year. The brand's compact falls within SEAT's product offensive, and the restyled model rolled into showrooms in January this year.

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 81% of its vehicles, and is present in over 80 countries through a network of 1,700 dealerships. In 2016, SEAT obtained an operating profit of 143 million euros, the highest in the history of the brand, and achieved worldwide sales of nearly 410,000 vehicles.

SEAT Group employs more than 14,500 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 digitalisation process to promote the mobility of the future.

#### **SEAT Communications**

##### **Cristina Vall-Llosada**

Head of Corporate Communications

T / +34 93 708 53 78

M/ +34 646 295 296

cristina.vall-llosada@seat.es

##### **Ezequiel Avilés**

Corporate Communications

T / +34 93 708 59 50

M/ +34 646 303 738

ezequiel.aviles@seat.es

<http://seat-mediacycenter.com>