



More than 41,000 vehicles sold

SEAT grows by 16% in April

- / Worldwide brand sales went up by 14.5% since the beginning of the year
- / Spain, the United Kingdom and Germany post double digit growth
- / SEAT achieves all-time record sales figures until April in the United Kingdom, Mexico, Turkey, Austria, Switzerland and Israel
- / Next week SEAT will present the new Ateca FR at Automobile Barcelona

Martorell, 05/05/2017. - SEAT sales are making steady progress. Between January and April, SEAT delivered 158,700 vehicles worldwide, which is 14.5% more than the same period in 2016 (138,600). The calendar effect in the main markets, with fewer working days, did not slow down the results for the month of April and the company's deliveries rose by 16.0% compared to the same month in 2016, reaching a total of 41,400 vehicles (2016: 35,700).

According to SEAT Vice-President for Marketing and Sales Wayne Griffiths, **"SEAT's April sales are fully in line with the sharp increase of the first quarter of the year. The Ateca is pushing up our worldwide sales, and at the same time, the Leon facelift is bringing in a considerable volume of both individual and corporate customers, such as the recent delivery in Turkey of the largest fleet sale in our history. Sales of the end of the current generation Ibiza are also making positive progress"**.

Spain, the United Kingdom and Germany, SEAT's three largest markets, are making a major contribution to the evolution of the brand's sales. In the first four months of the year, Spain remains the company's main market with sales of 33,800 vehicles (+22.9%), followed by Germany (29,700; +10.0%) and the United Kingdom (20,800; +23.7%). France, one of SEAT's strategic markets, is also performing very well, reaching 8,800 vehicles, or 20.2% more. Austria (6,300; +29.0%) and Switzerland (3,400; +69.6%) are maintaining their strong upward trend, and in both countries SEAT is among the top 10 brands sold. SEAT ended the first four months of the year with all-time record sales in the United Kingdom, Mexico, Turkey, Austria, Switzerland and Israel.

SEAT began the presales of the new Ibiza in April, and it will be available in showrooms in June. From Monday 1 May until 18 May, 800 journalists from 30 countries will test drive the new Ibiza and find out everything about the new model at the international presentation being held in Barcelona. The new Ibiza will be highlighted as well at Automobile Barcelona, which kicks off on 11 May. SEAT is also presenting the world premiere of the new Ateca FR, the sportiest version of the brand's first SUV.



The increase in sales boosts SEAT's turnover

From a financial standpoint, the growth in sales has increased turnover sharply by 20.2%, reaching a record figure of 2,487 million euros in first quarter of the year. In addition, after closing 2016 with the highest operating profit in its history, SEAT's operating profit reached 56 million euros in the first three months of 2017, 4.1% more than the same period last 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>