



13.9% increase in 2017

SEAT sells more than 200,000 cars until May

- / Company sales go up by 11.9% in the last month
- / Spain, Germany, the UK, Switzerland and Austria with the highest growth rates
- / SEAT will unveil the new Arona at a world premiere event on June 26th in Barcelona

Martorell, 12/06/2017. - SEAT continues to post double-digit growth. In the first five months of the year, the carmaker sold 201,300 vehicles worldwide, which is 13.9% more than in the same period last year (176,700). In May, SEAT delivered 42,600 vehicles (2016: 38,100), which represents an 11.9% increase compared with the same month in 2016.

The company's Vice-President for Sales and Marketing Wayne Griffiths underscored that **"SEAT is drawing the first half of 2017 to a close ahead of expectations. We are one of the brands that is growing the strongest in Europe this year and we still haven't launched the new Ibiza, that will give us a further impulse. In addition, we will present this month the new SEAT Arona, our first compact crossover. This is one of the fastest growing segments and it is going to increase our market coverage to 80%.**

SEAT's upward trend is fostered by strong growth in most countries where the brand operates, spearheaded by the main markets. From January to May, Spain led deliveries with 44,100 cars (+23.1%), Germany rose by 10% to 38,700 vehicles and the UK exceeded 20% and achieved sales of 24,600 units (+20.9%). Also featuring among SEAT's fastest growing markets are Austria (7,800 vehicles; +23.7%), Poland (5,100; +25.8%) and Switzerland (4,300; +66.5%). In addition, the company has continued to grow in the different sales channels and has, for instance, delivered a fleet of 42 Leon units for the Red Bull sales network in the United Kingdom.

The SEAT range will be extended in the second half of 2017. On June 26th, the brand is going to reveal the new Arona in Barcelona. SEAT is scheduled to launch its first compact crossover by the end of the year. It will be the third commercial development of 2017, following the Leon and the Ibiza. In fact, SEAT is currently in full launch stage of the new Ibiza, which will be reaching dealerships beginning this month. The biggest product offensive in SEAT's history started in 2016 with the successful Ateca.

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.

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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>