



SEAT keeps going SUV

The New SEAT Arona, the best option in its category

- / The Autovista Group considers that the new SEAT Arona retains the best residual value among competitors in six of the most important European markets
- / Exciting and timeless design, excellent dynamic behaviour, interior and boot roominess are all qualities which make the SEAT Arona stand out from its direct competitors according to the Autovista Group's analysis
- / The study also highlights that SEAT Arona stands out when it comes to functionality, perceived quality and cost/performance ratio, and at the same time also comprises the most advanced safety and connectivity technology

Martorell, 27/09/2017. – It is clear fact that SEAT models stand out for their attractive design, technology, safety, and their excellent dynamic performance. The new SEAT Arona; the brand's second model to be produced exclusively in Martorell on the MQB A0 platform and the first in the compact crossover segment, is no exception. In addition, the Arona comes with numerous advantages and features high quality, as concluded by Autovista Group in their study.

The decision on a car demands careful customer assessment, whether it be an individual or a company. It is essential to take into account not only the purchase price but also maintenance costs and residual value over time. This is why SEAT has put maintenance costs and residual value at the heart of its strategy when developing the new Arona.

In the latest study dedicated to compact crossovers, Autovista Group highlights the fact that the new SEAT Arona is the car with one of the lowest depreciation in Spain, Germany, France, Italy, Portugal and Belgium among competitors. According to the study, the new Arona is also most likely to be the best purchase of the segment. The information brought together by the Autovista Group – a leading provider of pricing and specification intelligence for Europe's automotive decision-makers –, is totally independent, reliable and critical, meaning that companies and individuals are able to make more informed decisions when it comes to purchasing a new car or fleet.

“The New SEAT Arona will perfectly fit with fleet customer expectations thanks to its roominess and equipment, coming from upper segments and combined with an attractive Residual Value. There is no doubt that our small SUV will support SEAT to conquest new fleet customers” said Wayne Griffiths, Vice-President for Sales and Marketing of SEAT



Counting both petrol and diesel versions, the SEAT Arona is the model with the best residual value, with differences up to 5 percentage points with respect to the Arona's nearest rival in Spain. No doubt, SEAT efficient engines guarantee reduced running costs while the price/equipment ratio and its post-sale maintenance service periods, make the Arona one of the best options on the market.

In the last five years, SEAT has developed a solid strategy which has resulted in a 90% growth in fleet sales. This is why it is key for SEAT to achieve the highest scores possible with the Arona with the Autovista Group in the main European markets. It goes without saying that SEAT is going to reinforce its position in the fleet management sector with the new Arona thanks to its superior dimensions, dynamic performance, quality, equipment, advanced technology and total ownership costs.

According to the Autovista Group, the reasons for this success lie in various areas. The Arona distinguishes itself from its competitors due to its superior dynamic driving, better functionality, superior acceleration, behaviour on the road, ride quality and low levels of noise and vibration. It also comes with a more spacious boot (400 liters), greater interior space than its competitors, to which we must add superior perceived quality and SEAT's quality image in terms of design and cost/performance ratio. To all of this we should not forget to mention its timeless and exciting design with the unmistakable SEAT DNA and the X-shaped front grille.

After the new Leon and Ibiza, the SEAT Arona is the Spanish brand's third launch onto the market in 2017 and is yet another step in the biggest product offensive ever carried out by SEAT, in which the Ateca and the future five to seven seater SUV that will be launched in 2018 stand out. The Spanish brand is going to introduce the Digital Cockpit early in 2018 first in the Leon and the Ateca and later in the Ibiza and the Arona.

Thanks to the deployment of the new MQB platform (Modular Quer Baukasten) A0, the Arona marks a before and an after in its segment in terms of its interior roominess, safety, dynamic behaviour and technology. The new Arona stands out from the crowd thanks to its compact crossover dimensions, its height and width, multiple personalisation possibilities and the most advanced technology in safety and connectivity.

SEAT's sales consistently continue to grow. Between January and August in 2017, SEAT delivered 315,000 vehicles around the world, a 13.7% increase when compared to the same period in 2016. This is the best result in the last sixteen years. Moreover,



SEAT achieved an operating profit of 130 million € in the first half of the year, that corresponds to an increase of 41% compared to 2016.

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, Leon and Arona. 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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