



With a 17.6% growth

SEAT, a record-setting first half of the year

- / The Spanish carmaker delivers 289,900 vehicles worldwide and completes the best first half of the year in its history
- / Germany, Spain, the UK, France and Algeria, pillars of the sales increase
- / SEAT is presenting the new Tarraco in Tarragona on 18 September

Martorell, 10/07/2018. - SEAT concluded the first half of the year with the brand's highest ever sales result. In the first six months of 2018, the carmaker's global deliveries went up by 17.6% to reach a total volume of 289,900 vehicles (2017: 246,500). This figure represents an increase of more than 43,000 cars compared to the same period in 2017 and breaks the record set in 2000 (278,500).

In June, SEAT again sold more than 50,000 vehicles in one month (51,400), which is 13.7% more than in the same period in 2017 (45,200). This figure is also indicative of the best month of June in the history of SEAT and exceeds the number posted in 2000 (48,900 units).

According to SEAT Vice-president for Marketing and Sales Wayne Griffiths, **"in the first six months of 2018 we experienced a surge in growth beyond our initial expectations. After growing nearly 15% in 2017, this year we are exceeding this figure thanks to the boost given by the new Arona. We are also confident for the second half of the year, when we plan to launch the CUPRA Ateca and the SEAT Tarraco, which will expand the range and enable us to reach new customers. However, we are also going to have to deal with the possible effects of the new WLTP type approval standard, just like every other car manufacturer."**

From January to June, SEAT sales went up thanks to the excellent results obtained in the major European countries, which all posted double-digit growth. Spain spearheads SEAT deliveries with 62,200 cars (+14.9%), and the brand heads the list of registrations and top-selling models, with the Leon and the Ibiza. Sales in Germany increased even more and is the second market by volume with 57,200 vehicles sold (+17.7%), while the UK progressed by more than 20% (35,900; +21.7%), making it the third highest-selling country and breaking as well the highest ever first half sales result achieved last year (29,500 cars). France (15,800; +18.7%) and Italy (12,800; +21.6%), where SEAT posted the best first half result since 2011 and 2009 respectively, complete the brand's top five list of markets with very healthy sales growth.

SEAT is also making progress in the remaining European countries including most prominently Austria (11,700; +23.0%), where SEAT is the third best-selling brand and concluded its best ever first half of the year; Belgium (6,200; +43.9%), Portugal (5,700; +18.1%) and the Netherlands (5,100; +27.6%). Other countries outside Europe that also



posted significant growth include Algeria, where SEAT sales went up 11 times in the first half of the year (11,400 cars; 1,000 in the first six months of 2017) thanks to the new Ibiza being assembled in the country's Relizane plant.

A second half of the year packed with novelties

SEAT is going to launch two new models in the second half of this year. On 18 September the new Tarraco will be revealed, which will complete SEAT's SUV range currently made up of the Arona and the Ateca. Tarraco, the Latin name of the city of Tarragona, was chosen by popular vote by the more than 140,000 enthusiasts who participated in the final phase of the #SEATseekingName competition. And true to form, SEAT's new SUV will be presented at the Tarraco Arena in the city of Tarragona.

The Tarraco will be joined by two further novelties – the CUPRA Ateca, first new model of the CUPRA brand, and the Arona TGI, the first SUV on the market fuelled with compressed natural gas. Before the end of the year, the most sustainable version of the Arona will be a part of SEAT's CNG range, which currently includes the Mii, the Ibiza and the Leon.

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 80% of its vehicles, and is present in over 80 countries. In 2017, SEAT obtained an after tax profit of 281 million euros and achieved worldwide sales of nearly 470,000 vehicles.

The SEAT Group employs more than 15,000 professionals and has 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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