

The highest percentage increase of the year

SEAT sales rise by 23.3% in October

- / The Spanish carmaker delivers 40,200 vehicles in October
- / Germany (+30.5%) and Spain (+24.9%) spearhead last month's growth
- / From January to October, sales near the 400,000 unit mark (+14.4%)
- / The new Arona crossover is now in dealer showrooms

Martorell, 10/11/2017. - In October, SEAT achieved its highest monthly growth of 2017. The carmaker delivered 40,200 vehicles last month, which is 23.3% more than in October of 2016 (32,600). Germany (+30.5%) and Spain (+24.9%) were the main growth drivers in the month of October, joined by other countries such as Turkey (+209.1%), Israel (+62.5%), Belgium (+37.2%), Poland (+36.5%), Switzerland (+36.0%) or Sweden (+34.2%).

With only two months left to close 2017, SEAT's worldwide deliveries went up by 14.4% from January to October. In this time, the brand sold 395,100 vehicles, which is 49,600 more than in the same period of 2016 (345,500).

SEAT Vice-President for Sales and Marketing Wayne Griffiths pointed out that **"October was an excellent month and it reflects the positive trend we have been experiencing throughout the whole year. Growth has been very solid, especially thanks to our brand pillars Ibiza, Leon and Ateca, joined now by the new Arona, which we expect will contribute to maintaining our sales momentum. In addition, the sales performance is having a remarkable impact on the market share in most of our main countries. SEAT is currently one of the fastest growing brands in Europe"**.

SEAT's global deliveries are making strong progress thanks to double digit growth in the brand's major European markets. From January to October, Germany (84,100 vehicles; +13.6%), Spain (81,200; +21.5%) and the UK (48,400; +19.5%) were the three top selling countries. France (20,300; +13.0%), Austria (15,200; +16.1%), Poland (9,200; +22.8%) and Switzerland (8,500; +35.3%) are other European markets with sharp increases since January. Turkey, SEAT's sixth country in terms of sales volume, grew by 10.3% and contributed a total of 17,600 vehicles until October.

The biggest product offensive in the history of SEAT continues now with the new Arona crossover. The first units are already being delivered to customers and are expected to sustain the upward trend in sales of the brand. The Arona joins the newcomers Ateca, Leon and Ibiza, which made their debut in the last 18 months. SEAT is going to extend its product portfolio in 2018 with the launch of an SUV which seats up to 7 passengers. The new vehicle will make its way to dealers according to plan in the last quarter of 2018.



The product offensive boosts SEAT's profits

SEAT's financial results in the first three quarters are a positive reflection of increasing sales. In the first nine months of the year, the company's operating profit grew by 12.3% compared to the same period in 2016 to stand at 154 million euros, thanks to the greater sales volume and the increased profit margin due to more sales of upper range vehicles, like the Ateca, and better equipped models. Likewise, revenue went up by 11.0% from January to September, reaching a total of 7,255 million euros.

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 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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