

Cumulative growth of 20.1%

SEAT continues to break sales records

- / SEAT delivered 342,700 cars until July, the best result in its history
- / Last month's sales rose sharply by 35.7% to reach more than 52,000 vehicles
- / The brand grew by more than 20% in key countries such as Germany, the UK, France, Italy, Austria, Belgium and Portugal

Martorell, 08/08/2018. - SEAT kicked off the second half of the year at a record-setting pace as well. Following the best first half results in the history of the brand, SEAT deliveries went up in July by 35.7% compared to the same month in 2017, reaching a total of 52,700 vehicles sold (2017: 38,900). With this result, SEAT posted the best month of July in the history of the company, surpassing the previous record figure set in 2001 (46,200 units).

From January to July this year, SEAT sold 342,700 vehicles, which represents a 20.1% increase over the same period in 2017 (285,400) and achieved its highest sales volume in the first seven months of a year. The previous record was set in the year 2000 (324,400 units).

SEAT Vice-president for Marketing and Sales Wayne Griffiths pointed out that **"the increase in sales since January keeps us in the lead of the fastest growing volume brands in Europe. SEAT is posting record volumes thanks to the offensive of models including the Ateca and the Arona. One out of every three cars we are currently selling is an SUV, and this figure is going to go up in the next few months with the consolidation of the Arona and the launch of the Tarraco"**.

The results obtained until July were supported by a sharp increase in most of the markets where SEAT is present, many of which grew by more than 20%. Spain is the leading market with 72,900 vehicles sold (+16.0%). In addition, SEAT is the leading brand in the country and the Leon and the Ibiza are the most widely registered models. Germany is SEAT's second-largest market, posting a rise of 26.4% and sales of 71,400 cars. In the UK, SEAT is making progress against the market trend and grew by 23.5% (total: 41,600 cars). France, which contributes the fourth highest sales volume to SEAT (18,900), is one of the fastest growing markets, after posting an increase of 23.2%, as is Italy (14,200; +27.1%).

In other European markets such as Austria (13,700; +24.0%), Belgium (6,900; +45.4%), Portugal (6,800; +22.2%) and the Netherlands (5,700; +26.6%) sales also went up by more than 20%. The increase is even more prominent in Algeria, where SEAT has so far delivered 12,900 vehicles this year, which is 11,700 more than the first seven months of 2017.



Operating profit also increased

In the first half of 2018, thanks to the commercial success registered, SEAT's operating profit went up by 62.7% compared to the same period in 2017, reaching a historic record figure of 212 million euros. The addition of the Arona to the SEAT model line-up is one of the key factors leading to this result, and the company's turnover also achieved record levels after going up by 14.5%, reaching 5,786 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 80% of its vehicles, and is present in over 80 countries on all five continents. In 2017, SEAT obtained an after tax profit of 281 million euros, sold close to 470,000 cars and achieved a record turnover of more than 9.5 billion euros.

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, Arona 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>