

Sales go up by 38.9%

SEAT posts the best August figures in its history

- / The brand sold 383,900 cars from January to August, 21.9% more than in the same period of 2017
- / Deliveries accelerated last month due to the effect of the WLTP regulation
- / Next 18th September the new SEAT Tarraco is being presented worldwide

Martorell, 10/09/2018. - SEAT's global sales grew by 38.9% in August to reach a total of 41,200 vehicles (2017: 29,700). The implementation of new WLTP regulation beginning on 1 September, coupled with SEAT's excellent sales momentum, further accelerated deliveries. SEAT broke its August sales record, exceeding the result posted in 2000 (32,900 cars).

So far this year, SEAT has sold a total of 383,900 vehicles, which is 21.9% more than in the same period last year (315,100). Furthermore, the carmaker registered the greatest January to August sales volume in its history. The previous record was set in 2000 (357,300 units).

SEAT Vice-president for Marketing and Sales Wayne Griffiths emphasised that **"vehicle sales in Europe in August were clearly influenced by the implementation of the new WLTP protocol. A strong sales push forward led to very high volumes in July and August, which is going to affect September's results. The next few months are going to be challenging for all carmakers. We are going to feel the effects of the WLTP for the remainder of the year and they will have an impact on the volume of vehicles registered in Europe."**

SEAT's worldwide deliveries are making headway thanks to the growth in the main European markets. From January to August, Germany (83,100 vehicles; +27.6%), Spain (79,100; +18.2%) and the UK (45,200; +26.2%) were the brand's three top-selling countries. In Germany and the UK, SEAT achieved its best sales result until August in its history, while in Spain it was the best-selling brand, with the Leon and the Ibiza the most widely registered models.

SEAT grew even more in France, where sales increased by 31.1% and this year 21,600 vehicles have been sold. Austria (15,500 cars) is SEAT's fifth largest market thanks to a 26.3% rise, making the brand one of the three top-sellers and Austria the country with the second largest market share, only surpassed by Spain. SEAT also posted solid growth in Italy (15,300 cars; +26.8%), Poland (9,800 cars; +30.3%), Belgium (7,500; +44.3%) and Portugal (7,400; +24.5%). Moreover, Algeria is the fastest growing market outside Europe and thanks to the boost provided by the Relizane assembly plant, 13,900 cars were delivered in the country, which is 11,800 more than in the same period of 2017.



The new Tarraco completes the SUV offensive

Less than two weeks from now SEAT is going to present the Tarraco, which will complete the SUV model lineup currently formed by the Arona and the Ateca. The Tarraco, which is the Latin name of Tarragona, will be revealed to the world on 18 September in its namesake city and will go on presales in December.

In the next few weeks, SEAT is also going to add the CUPRA Ateca to its range, as well as the Arona TGI, the first SUV on the market powered by compressed natural gas. The most sustainable version of the Arona will be joining SEAT's CNG model lineup, which currently features 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 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.

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