

Wayne Griffiths receives the Eurostars award

- **Automotive News Europe acknowledged his efforts in the launch of the new CUPRA brand and SEAT's record-breaking results**
- **The award is going to be handed in the framework of the Frankfurt International Motor Show IAA 2019**

Frankfurt, 03/09/2019. SEAT Vice-president for Sales and Marketing and CUPRA CEO Wayne Griffiths has been awarded with the Eurostars prize in the 'Sales & Marketing' category, which is given every year by the prestigious publication Automotive News Europe. The magazine singled out his contribution to SEAT obtaining the best ever results in its history and the launch of the new CUPRA brand. The award ceremony is going to take place next Monday 9th September with more than 70 automotive sector leaders in attendance in the framework of the IAA 2019, which is being held in Frankfurt.

Wayne Griffiths emphasised that **“this award is a recognition of the hard work carried out by the whole team at SEAT in recent years to position the brand as Europe's fastest growing brand, which is now well-established and with a future ahead. Furthermore, CUPRA is exceeding all expectations and has experienced a 40% growth in sales in its first year of existence. The Automotive sector is undergoing a complete transformation and at SEAT we have the mindset and positioning to look to the future with optimism.”**

SEAT, breaking one record after another

Griffiths' contribution as the company's Vice-president for Sales and Marketing was decisive for SEAT to obtain the best results in its history after increasing operating profit by 33.4% and achieving the record figure of 254 million euros. The sales record reached in 2018, and commercialising models with a greater contribution margin both boosted SEAT's operating profit. In 2018, the company sold a total of 517,600 vehicles, up 10.5% from 2017.

SEAT has continued the same dynamic throughout 2019, reaching the highest sales figure in its history in the first six months of the year. The company's global deliveries went up by 8.4% for a total volume of 314,300 cars. As for CUPRA, the new brand also closed a record first half of the year with sales totalling 12,700 cars, which is 73.1% more than in the same period of 2018.

About Wayne Griffiths

Wayne Griffiths has been the Vice-president for Sales and Marketing at SEAT since 2016, as well as CUPRA CEO and a member of the brand's Board of Directors since 3rd December 2018. Born in Dukinfield (UK) in 1966, Griffiths started his career by working in his father's dealership prior to beginning his studies in International Management and German language in Leeds.

Griffiths has been associated with the Volkswagen Group for a long time. In 1989 he started working for Audi AG, and after a two-year stint at SEAT from 1991 to 1993 he returned to Audi, where he held several positions of responsibility in the Commercial division. He was later appointed assistant to the Audi AG Board member in charge of the Commercial area. From 1997 to 1998 he led the International Retail Marketing area and as of 1998 he held various

responsibilities in the Sales division of Audi AG. From 2005 to 2013 he was in charge of Sales in the European export markets.

SEAT is the only company that designs, develops, manufactures and markets cars in Spain. Member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), exports the 80% of its vehicles, and is present in 80 countries on all five continents. In 2018, SEAT sold 517,600 cars, the highest figure in the 68-year history of the brand, posted a profit after tax of 294 million euros and a record turnover of close to 10 billion euros.

The SEAT Group employs over 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 in the Czech Republic, the Tarraco in Germany, the Alhambra in Portugal and soon the Mii electric production will start in Slovakia.

The multinational has a Technical Centre, which operates as a knowledge hub that brings together 1,000 engineers who are focused on developing innovation for Spain's largest industrial investor in R&D. SEAT already features the latest connectivity technology in its vehicle range and it is currently engaged in the company's global digitalisation process to promote the mobility of the future.

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