

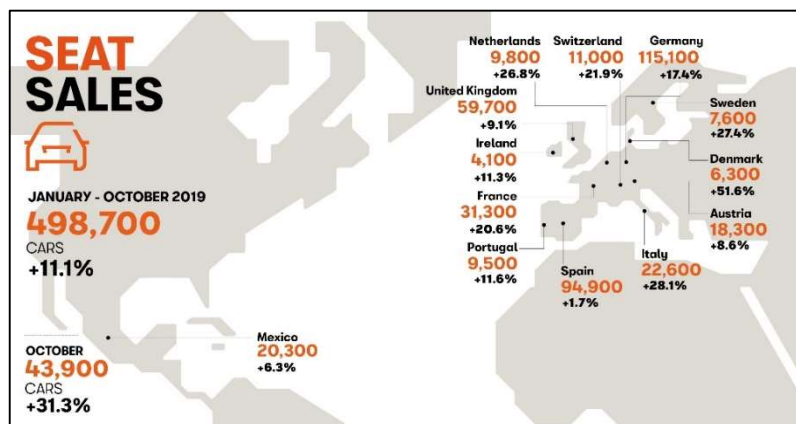
SEAT sales grow by more than 30% in October, posting a year to date increase of 11%

- The carmaker concluded the best October in its history with 43,900 vehicles sold
- Since January, SEAT sales have gone up by 11.1%, with deliveries totalling a new record of close to half a million cars
- SEAT has already sold more in Germany and Switzerland than all of 2018, with record-setting figures
- Sales in France, Italy, Switzerland, the Netherlands, Sweden and Denmark increased by more than 20%
- CUPRA deliveries escalated by 79% from January to October

Martorell, 08/11/2019. SEAT sales are approaching the final stretch of the year with a new record. From January to October, the Spanish company delivered 498,700 vehicles worldwide, which is 11.1% more than in the same period last year (449,000). With this result, SEAT has sold close to 50,000 more cars and has broken the record set in 2018 from January to October.

Last month, SEAT sales showed the same strong upward trend seen in September and went up again above 30%. More specifically, the company sold 43,900 vehicles, which is 31.3% more (2018: 33,400). This growth is partially the result of the impact of the implementation of WLTP regulations in September 2018, which led to a sharp rise in sales shortly before, followed by a decrease in later months. SEAT also concluded the best October in its history, exceeding the result achieved in 2017 (40,200).

SEAT Vice-president for Sales and Marketing and CUPRA CEO Wayne Griffiths made a very positive assessment of these figures. **“There are still two months left before the end of the year and SEAT has sold nearly 500,000 cars, a figure which has only been exceeded twice in the company’s 70 year history. We are about to close the year with a new sales record and achieve a volume that will give us a solid base to face the challenges of the coming year.”** Griffiths added: **“CUPRA* sales are growing strongly too and we have already delivered 20,600 vehicles, which is 78.9% more than from January to October 2018, thanks to the performance of the CUPRA Ateca.”**



* Result integrated in SEAT’s total sales figure.

SEAT's global sales are making solid progress, mainly driven by the results in Germany, France and Italy. In Germany, SEAT delivered more cars from January to October (115,100; +17.4%) than in all of 2018 and has achieved the highest volume ever in the country. Moreover, France is the fourth largest market for SEAT car sales (31,300, +20.6%) followed by Italy, with 22,600 deliveries (+28.1%). SEAT also continues to grow in Spain and the UK, counteracting the industry trend in those countries. Sales went up in Spain by 1.7% (94,900 cars), while the UK posted an increase close to 10% (59,700, +9.1%).

Other European countries showed outstanding sales growth above 20%, including Switzerland (11,000, +21.9%), the Netherlands (9,800, +26.8%), Sweden (7,600, +27.4%) and Denmark (6,300, +51.6%). As in Germany, SEAT also sold more cars in Switzerland than in all of 2018 and has posted the highest volume in history. In addition, the company has achieved significant increases in Mexico (20,300; +6.3%), Austria (18,300; +8.6%), Portugal (9,500; +11.6%) and Ireland (4,100; +11.3%).

SEAT and CUPRA get ready for 2020

SEAT and CUPRA ranges keep growing to offer new possibilities to customers. The SEAT Mii electric and the CUPRA Ateca Limited Edition are the first two novelties in a busy year for both brands.

The 1,999 units of the CUPRA Ateca Limited Edition will reach dealerships in the next few weeks, and feature Copper thread carbon fibre aerodynamic elements which contrast with the Graphene Grey body colour and adds Petrol Blue Alcantara bucket sport seats. Furthermore, dynamism is enhanced thanks to its newly designed and exclusive 51 cm (20") copper alloy wheels with a wider track, and to the standard 18" Brembo brakes.

The Mii electric, SEAT's first ever fully electric vehicle, represents the start of the company's electric offensive. For sale at a similar price to a vehicle equipped with an internal combustion engine, it features outstanding practicality and dynamism delivered by its 61 kW electric engine. The Mii electric features a range of 260 km and can reach 80% of its capacity in just one hour (40 kW DC charge).

SEAT's operating profit at an all-time high

These record sales figures are translating into very positive financial results assisted by the effect on the mix, mainly resulting from the greater commercialisation of SUVs, which accounted for 43% of SEAT deliveries from January to September 2019. According to the results published by the Volkswagen Group on 30 October, SEAT's operating profit went up by 4.2% in this period for a total record result of 248 million euros (237 million from January to September 2018). Furthermore, turnover rose by 14%, reaching 8.828 billion euros (January to September 2018: 7.744 billion).

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.

SEAT Communications



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