

01

ON THE MOVE WITH

ANNUAL SUMMARY

2015 in numbers and images—06



PROGRESS



2015

IN NUMBERS AND IMAGES



PRODUCTION
IN MARTORELL

477,077 vehicles
+7.8% OVER THE PREVIOUS YEAR



RETAIL SALES

400,037 vehicles
+2.4% OVER THE PREVIOUS YEAR



BASIC WORKFORCE

12,753 employees
+1% OVER THE PREVIOUS YEAR



INVESTMENTS

464.4 million euros
+109.3% OVER THE PREVIOUS YEAR



OPERATING
CASH FLOW

781.3 million euros
+49.5% OVER THE PREVIOUS YEAR



NET SALES

8,332.1
million euros
+11.1% OVER THE PREVIOUS YEAR




RESULT AFTER TAX

6 million euros
+109.1% OVER THE PREVIOUS YEAR

SEAT wins the Top Employer award

February 10

The company is the first car manufacturer to win the Top Employer certification, which accredits it as one of the best companies to work for in Spain.


 See video



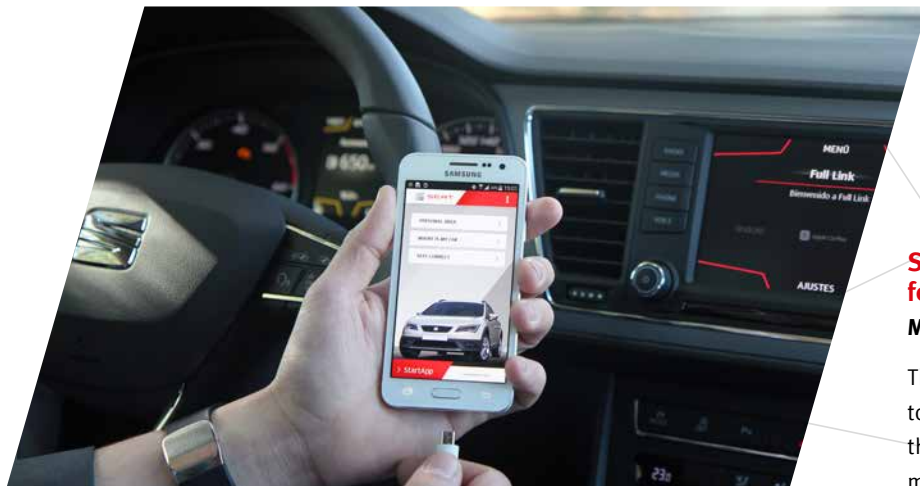
20V20, designed for the future

March 2

SEAT presents the 20V20 at the Geneva International Motor Show, a four-door SUV coupé which announces the company's vision for the future in terms of design and technological innovations in driving.

 See video





SEAT and SAMSUNG, an alliance for always being connected

March 2

The two companies sign an agreement to develop technological solutions that allow total connectivity in SEAT models. The brand presents the SEAT ConnectApp, which links the car to the smartphone.

See video



The new Ibiza and Alhambra are unveiled

May 7

The brand presents at the Barcelona Motor Show the new models of the Ibiza, which improves its infotainment systems, connectivity options, interiors and range of engines; and of the Alhambra, with a new exterior look, more efficient engines and a wide range of driver-assistance systems.

See video





A Digital Museum for a unique history

May 18

SEAT announces *Archithon*, an event in which it chooses the winning project for its Digital Museum from among the works of 40 architecture students. In September, at the Frankfurt Motor Show, the brand presents the first phase of that virtual space.

See video



The Martorell factory opens its doors

June 27

Company employees and their family members visit SEAT's facilities to discover how a car is produced, in a festive day which includes dozens of leisure activities.


See video



The Italian police back the Leon

July 3

SEAT wins the tender to supply the Polizia di Stato and the Carabinieri with new police cars. The company supplies a fleet of Leon cars with armour and special equipment.


 See video



40 years of innovation in the CTS

September 8

The President of the Spanish Government, Mariano Rajoy, visits SEAT's Technical Centre which celebrates its 40th anniversary. The then Chairman of the company's Executive Committee, Jürgen Stackmann, announces on that day four new models in two years and 3,300 million of investment in R&D.

 See video




Cars connected to the future, in Frankfurt

September 14

The brand presents at the Frankfurt International Motor Show the Leon Cross Sport, a crossover with the spirit of a sports car, the new CONNECT range, which equips its models with the best functionalities in the area of connectivity, and the new Ibiza CUPRA.



 See video



Roadmap to 2025

October 30

The company gathers together 550 executives and market directors in one event to present its roadmap to 2025. The models with a large sales margin, customer satisfaction and being an attractive employer are the pillars of the strategy for success.



**Luca de Meo, new Chairman
of the Executive Committee**

November 1

Luca de Meo joins SEAT as the new Chairman of the Executive Committee. The man who has been Executive Vice-President of Sales and Marketing at AUDI AG up until now takes the place of Jürgen Stackmann, selected Vice-President of Sales, Marketing and Aftersales of the Volkswagen brand.

**350 new employees
and more than
400,000 vehicles sold**

December 31

SEAT closes the year with 350 new employees, 100 of them in the SEAT Technical Centre. The Martorell factory records the highest production since 2001, and surpasses the hurdle of 400,000 vehicles sold for the first time since 2007.

