

5

PRODUCT OFFENSIVE

SALES AND MARKETING

536,462

2016

Wholesales of new vehicles (*units*)

531,786 | 2015

489,896 | 2014

DELIVERIES TO FINAL CUSTOMERS

In 2016, the global economy consolidated its growth. The significant improvement in consumer spending was reflected in the sales of the automotive sector. Vehicle registrations grew globally by 4.3% compared to 2015, while in the European Union they grew by 6.8%. The main European markets recorded increases: 15.8% in Italy, 10.9% in Spain, 5.1% in France, 4.5% in Germany and 2.3% in the United Kingdom.

SEAT, for the fourth consecutive year, increased its sales compared to the previous year. Deliveries to final customers totalled 408,703 units, representing a 2.2% improvement on 2015. This is a significant increase, considering that the brand stopped manufacturing the Altea model in 2015 and that the launch of the new SUV Ateca took place in mid-2016. In the final quarter of the year, sales to final customers grew by 4.5%.

In Europe, SEAT once again improved its sales to final customers by 2.3% and consolidated the growth begun in previous years in most of its markets: 31.3% in Sweden, 23.6% in Finland, 22.1% in Poland, 17% in Portugal, 12.9% in Austria, 12.9% in Ireland, 11.1% in Hungary, 3.9% in Italy, 2.5% in Germany and 0.1% in Spain, among others. Also of note is the growth achieved by the brand in the markets of Turkey (41.5%) and Israel (6.2%) and the consolidation of Mexico as the brand's fourth largest market.

With regard to the models, the Leon range topped SEAT's sales for another year with 165,148 units, which represents 40% of the total. The Ibiza range, meanwhile, joined the Leon as a solid pillar of the brand, with 151,424 units sold and 37% of total sales. The

Alhambra played a major role with 30,683 vehicles delivered (the highest figure in its 20-year history) and the recent arrival of the Ateca showed that it is now the brand's third pillar, with its 24,031 units sold in just a few months on the market.

From a product point of view, 2016 was a key year for the company. In April, SEAT launched its first SUV, the Ateca, which allowed the brand to enter the fastest growing segment in Europe. The new model received very good reviews from the international press and its orders are proving successful. The Ateca includes a new trim, XCELLENCE, which gives SEAT access to customers seeking distinction, comfort and the latest innovations.



SEAT delivered
worldwide

408,703



Increase in deliveries
to final customers

2.2%



CUPRA RANGE: 20 YEARS MAKING DREAMS REALITY

The CUPRA range celebrates 20 years making customers' dreams reality. They are vehicles with the performance of a premium sports car that allow you to achieve a dream.



In June, the commemorative version of the Alhambra was introduced to celebrate its 20th anniversary, with a wealth of features and an exclusive design. The model also included a variant in its most powerful TDI engine, with a DSG gearbox and 4Drive.

In October, the new Leon was presented with changes in its exterior design that accentuate its sportiness and with new Full LED headlights. It also includes new driver assistance systems that increase safety, such as the pedestrian detector and a redesigned interior with improvements in comfort, including the electric handbrake, the 8" touchscreen and the wireless charger. The model also offers the new XCELLENCE trim, another reason that will allow it to achieve many successes.

Another new product added at the end of the year was the Mii by Cosmopolitan, a city car that has the most advanced technology and design offered by SEAT, designed in collaboration with Cosmopolitan magazine, which gives the model a unique personality.

New SEAT Ateca: an authentic compact and sporty SUV

The new Ateca is one of the most innovative SUVs in its segment. Continuing with the brand's tradition, it is named after a Spanish town that is located in the province of Zaragoza.

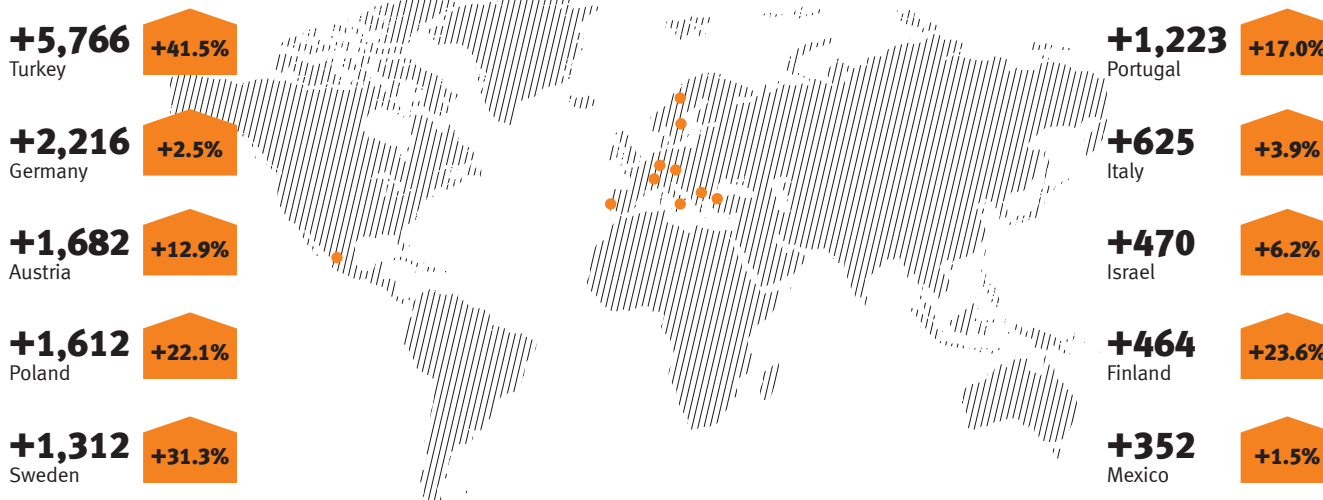
The new model is the protagonist of the brand's strategy, since it guarantees its continued growth and the improvement of its image. The Ateca marks the starting gun of the largest product offensive that SEAT has undertaken to date. The SUV segment is the fastest-growing segment and the Ateca symbolises a major step forward to become the brand's third pillar, together with the Ibiza and the Leon.



DELIVERIES TO FINAL CUSTOMERS TOTALLED 408,703 UNITS, REPRESENTING A 2.2% IMPROVEMENT ON 2015

Top ten in growth of sales to end customers

(Unit increase over 2015)



SEAT, a global brand

Distribution of 2016 retail sales among main markets

80

COUNTRIES

Total retail sales

2016 | **408,703**



165,148

SEAT Leon



151,424

SEAT Ibiza



30,683

SEAT Alhambra



19,522

SEAT Mii



24,031

SEAT Ateca



17,500

SEAT Toledo



395

SEAT Altea

24,500

4. Mexico

Countries

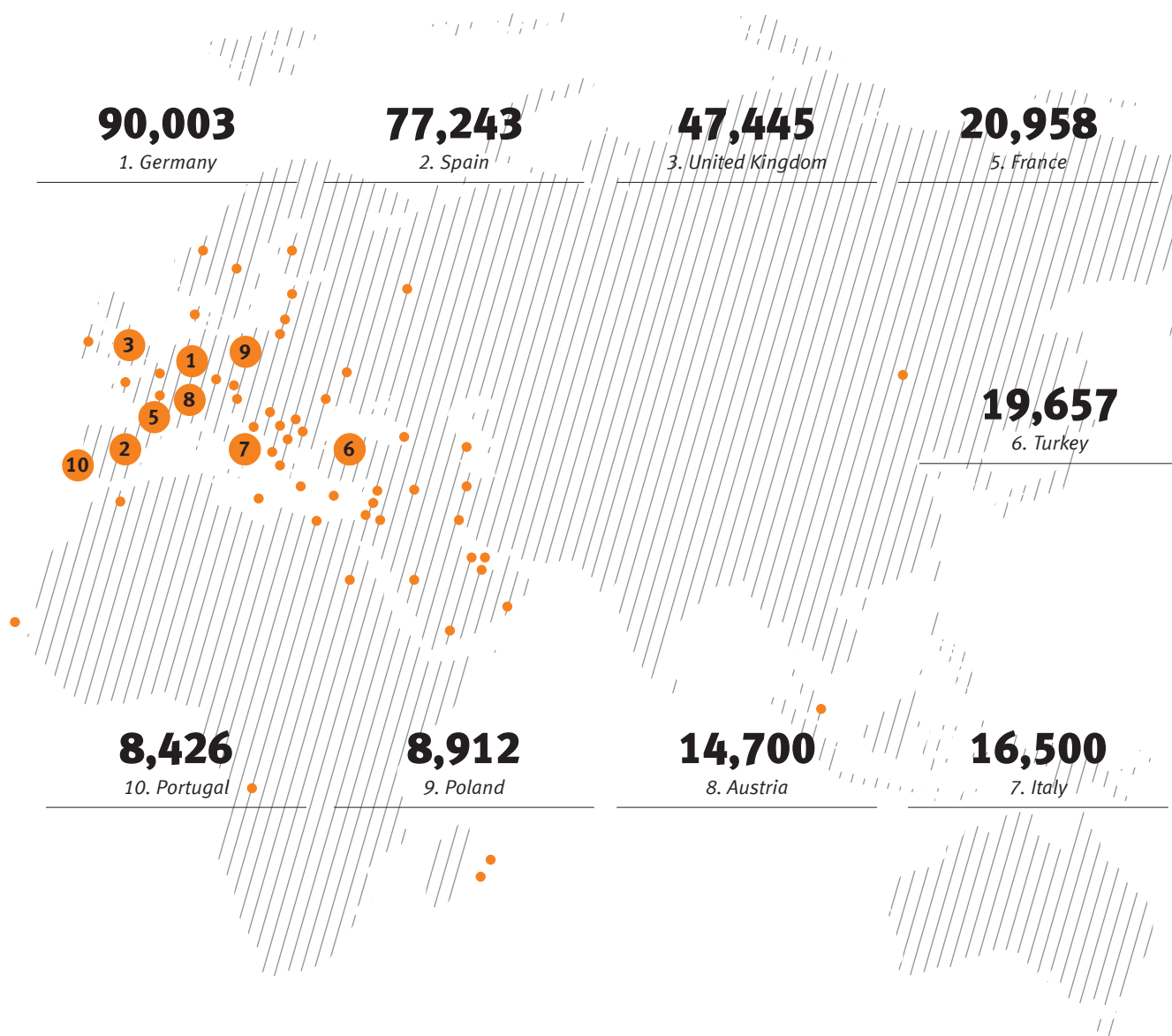
Albania
Algeria
Andorra
Angola
Austria
Bahrain
Belgium
Bolivia
Bosnia-Herzegovina
Bulgaria
Cape Verde
China
Colombia
Costa Rica
Croatia
Cuba
Curaçao

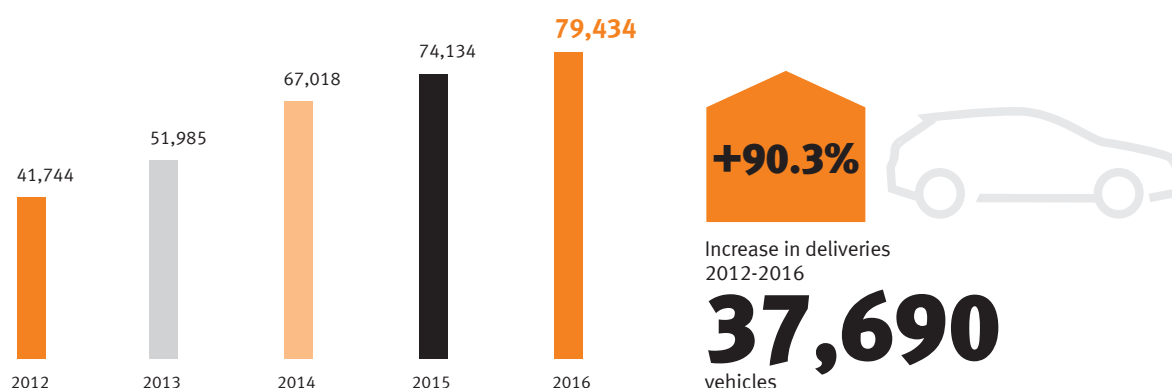
Cyprus
Czech Republic
Denmark
Dominican Republic
Ecuador
Egypt
Estonia
Finland
France
French Guiana
Georgia
Germany
Greece
Guadeloupe
Guatemala
Hungary
Iran

Ireland
Israel
Italy
Jordan
Kuwait
Latvia
Lebanon
Libya
Lithuania
Luxembourg
Malta
Martinique
Mexico
Morocco
Netherlands
Norway
Oman

Palestine
Peru
Poland
Portugal
Qatar
Republic of Azerbaijan
Republic of Macedonia
Republic of Mauritius
Republic of Moldavia
Réunion Island
Romania
Russia
Saudi Arabia
Serbia
Singapore
Slovakia
Slovenia

Spain
Switzerland
Syria
Sweden
Tunisia
Turkey
Ukraine
United Arab Emirates
United Kingdom
Uruguay
Venezuela
Yemen



Deliveries in the fleets channel (units)

In the fleets channel, the company maintained the strategy that provided continuous growth in the brand's deliveries. During 2016, the company sold a total of 79,434 units through the sale to companies and leasing (true fleet) channel, which represents a 7% improvement compared with the previous year. The most notable growths were registered in Mexico (61%), Poland (40%) and Italy (27%).

Thanks to the success achieved since its launch in 2013, the specialist fleets programme for SMEs (Dealer Fleet Program), designed to improve training in dealership networks, continues its expansion into new markets. It is currently established in 12 countries, with a total of 244 specialist dealerships.

Furthermore, in the used car market, the multi-brand used car programme of the Volkswagen Group (Das WeltAuto.) continues its expansion, with a network of 400 dealerships across 10 markets.

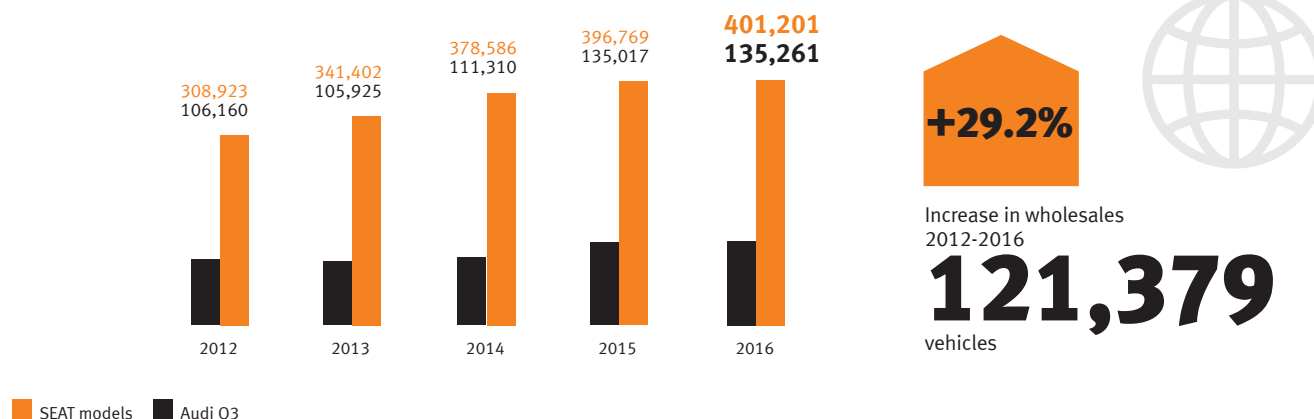
**An "EASY" purchase process**

SEAT and Amazon France joined forces to offer an exclusive sales campaign called #DeliveryToEnjoy. This initiative, aimed at selling 15 units of the Mii by Mango Limited Edition model online, consisted of placing the order for the vehicle directly on *Amazon.fr* and receiving it at home within just 72 hours, under the supervision of the nearest SEAT dealership. The two companies provided consumers a unique, simple, innovative and fast buying experience, adapting to new demands. The campaign was a success and was increased from 15 to 24 units of the Mii by Mango.



COMMERCIAL NETWORK

Wholesales of new vehicles (units)



AT THE END OF 2016, SEAT'S COMMERCIAL NETWORK HAD A TOTAL OF 1,716 DEALERSHIPS AND OFFICIAL SHOWROOMS, DISTRIBUTED ACROSS 80 COUNTRIES

At the end of 2016, SEAT's commercial network had a total of 1,716 dealerships and official showrooms, distributed across 80 countries. The brand has added five new markets (Costa Rica, Ecuador, Iran, Singapore and Uruguay) and now has the challenge of strengthening the current structure, maintaining stability, improving its profitability and adapting to new technological advances.



The SEAT Leon is
the best-selling vehicle
156,212
units

Wholesales of new vehicles (units)

	2016	2015	Variation	
			Absolute	%
SEAT models	401,201	396,769	4,432	1.1
Mii	18,227	24,291	(6,064)	(25.0)
Ibiza	144,961	152,433	(7,472)	(4.9)
Altea	294	12,385	(12,091)	(97.6)
Leon	156,212	161,981	(5,769)	(3.6)
Toledo	17,350	18,375	(1,025)	(5.6)
Ateca	33,423	0	33,423	–
Alhambra	30,734	27,304	3,430	12.6
Audi models	135,261	135,017	244	0.2
Q3	135,261	135,017	244	0.2
Total wholesales (*)	536,462	531,786	4,676	0.9

* Figures for 2016 and 2015 do not include 11,482 and 12,722 used vehicles, respectively.

Following on from this, the company has launched its first SEAT Store, an innovative multi-channel concept located in the Lakeside shopping centre in London. The project is part of **the brand's strategy to become more accessible and to adapt to new consumer trends and habits**. The SEAT Store also has its own online space (www.seat-store.co.uk/Lakeside) that allows visitors to digitally configure their favourite model, calculate financing, obtain a valuation for their current car and book test drives. The store can be accessed in multiple ways, at the shop itself or from smartphones, tablets or computers. Among the innovations this new space includes, besides the unaccompanied test drives available to users, of particular note is the possibility for buyers to have the vehicle delivered to them within seven days.

SEAT also offers potential customers a virtual showroom experience for the first time, through the pioneering platform SEAT Live Store. This innovative online communication system allows the user experience to be taken to a new digital dimension to help the customer choose the vehicle. During the call, an expert from the brand in the showroom gives a guided tour in which they show the user the inside and outside of the cars using various cameras and answers questions on the spot related to the features, technology and design of the Ateca, Leon and Ibiza models. They also show all the vehicle's details, offer online product videos, provide a configuration of the vehicle in real



The first SEAT store opens its doors in London

In 2016, SEAT launched its first SEAT Store, an innovative concept located in the Lakeside shopping centre, in London. This new project forms part of the company's overall strategy, which sets out to get even closer to customers, anticipate their demands and provide them with a unique, easy and digital brand experience. The SEAT Store allows visitors to search for and digitally configure the model that best suits their preferences, calculate its financing and request test drives on the spot or on future dates.

time and locate the customer's nearest dealership. The virtual showroom studio is located in Barcelona and is ready to service the Spanish and German markets.

Customers are proving to be increasingly satisfied with SEAT's **dealership network**. General satisfaction with dealerships (CSS) increased 0.95% compared with the same period last year. Customers' recommendation of the company, which is one of the main business drivers, remained stable and declared loyalty increased by 0.93%.

Information regarding the comercial network



The brand is operating in

80
countries



The brand is present in

1,716
dealerships and showrooms



Customer satisfaction in sales increase by

0.95%
over 2015



Declared customers loyalty increased by

0.93%
over 2015



THE CUSTOMER IS ALWAYS RIGHT

Product clinics are a test in which potential customers, between approximately 300 and 500 people split into small groups, evaluate a model in its development phase in order to identify aspects for improvement.



MUSICATHON

Los Angeles, the global mecca for the music industry, played host to the third and last stage of the Musicathon, the international co-creation competition organised by SEAT to develop the brand's musical logo.

AFTER SALES NETWORK

The data transfer capacity of new technologies is allowing SEAT's after sales network to break its dependency on fixed facilities. At present, there are already a number of remote services available, such as "Flashing Mobile", that allows software updates outside the official service centres, and the direct sale of software to customers, as part of the range of products integrated into the vehicle without the need for technical support. Accessibility to data, regardless of geographical location, brings the opportunity to create new services and functions for customers. In this sense, the car diagnosis application "Mycheck", available with the new Ateca model, has achieved great success as a result of the strong teamwork throughout the manufacturer-importer-dealer chain. This software tool helps workshops to check all relevant items of the vehicle and after it is used, it provides customised reports by centre and/or market based on the results obtained.

The new after sales Apps allow us to improve not only customer service but also the training provided to the company's own staff. Among these applications, "Online Booking" stands out. This is a programme implemented in seven countries that allows users to book appointments at services centres. Also worth mentioning is "Gamification", an application that reinforces the quality of training, by bringing concepts and teaching closer to each job, with answers to the exact question being posed and thus guaranteeing the professionalism offered.

The launch of the Ateca has enabled the company to prove the success of a new way of defining, designing and developing the vehicle's original line of accessories, with a complete range of accessories, both interior and exterior, already available from the very first day of sale on the market. The first line of lifestyle products, known as SEAT Collection, has also been developed and is grouped into three collections: *Essentials*, with branded generic articles; *Ateca*, aligned with the emblematic colours and style of the model; and *Motorsports*, consisting of items with a notably sporty look.

THE NEW AFTER SALES APPS ALLOW US TO IMPROVE NOT ONLY CUSTOMER SERVICE BUT ALSO THE TRAINING PROVIDED TO THE COMPANY'S OWN STAFF



SEAT wins the Eventoplus 2016 silver award

SEAT won the silver award in the best space category of the Eventoplus 2016 awards for the Ibiza Central Launch Training. This event, held in 2015 in PortAventura, set out to offer the dealership network complete training on the new model, as well as to motivate the network staff and allow them to live the brand.

The silver award recognises the excellence of the spaces created (which include conference rooms, a workshop area and a test track) to achieve the goals of this programme.



BRAND ADVERTISING



New SEAT Ateca: Marvellous routine

With the new Ateca, SEAT is seeking to bring the brand to people that live their daily lives in the city. Aimed at all those that make the very most of every minute of their routine, who are always thinking about enjoying themselves and see a life full of opportunities. Therefore, the company needed a campaign that showed the world that by **changing one's point of view, routine tasks can become something marvellous.**

ATECA receives **21%** of visits to the SEAT website



More than **15 million** people saw the launch advert in Spain



Engagement on social media has increased by **120%**



Average SEAT engagement

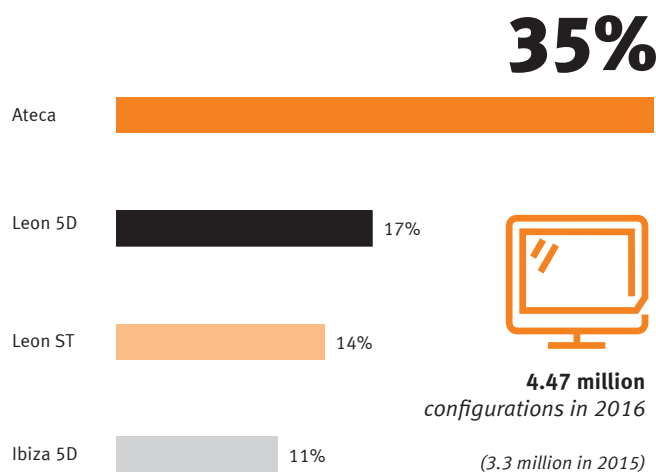


+120%

ATECA engagement



Ateca now represents 35% of all configurations



The TV Ad tells the story of a woman that lives her life as all the versions of herself that she wants to be. The new **SEAT Ateca and all its technology help her to enjoy** each one of the roles, turning her routine into something marvellous, and to successfully overcome all the challenges of the city.

The campaign has had a number of offline and digital assets for all phases. Furthermore, the Ateca model will have a new TV Ad in 2017 that will transmit the concept to a wider audience, focused on showing the public that every routine can be marvellous.



SEAT ATECA
Scan the QR
code to see the
campaign advert.



“Discover SEAT”

The campaign “Discover SEAT” was launched with the goal of strengthening the brand’s image and publicising its values, as well as the importance of the company in the car industry and in the Spanish economy. All of this with the new Ateca as the protagonist, a vehicle full of technology with which SEAT is entering the compact SUV segment for the first time.

The touching campaign shows the journey to the Moon of Apollo 8 where, far from marvelling at landing on it, what really surprised the crew was the beauty of planet Earth and its terrain. It was at that moment that they realised the endless number of places there were to enjoy and feel proud of.

The same thing happens with SEAT: an unforgettable past, a brilliant present and a promising future. This is our brand and that is why the company invites people to discover SEAT and to appreciate everything it has to offer. Because sometimes a different point of view makes you realise the great things around you.



THE NEW ATECA IS THE MOST ADVANCED CAR THAT SEAT HAS EVER DESIGNED. ITS COMBINATION OF DESIGN, VERSATILITY AND THE MOST ADVANCED TECHNOLOGY MAKE IT THE PERFECT CAR TO TURN DAY TO DAY TASKS INTO A MARVELLOUS ROUTINE

READY TO MOVE INTO THE FUTURE

The future is EASY

The world is changing and SEAT wants to be at the forefront of that change. **The company has begun a new stage with a great challenge: digitalisation,** especially with regard to connectivity, in order to meet people's needs through technology and make their life easier and more comfortable.

SEAT has one of the key platforms for this change: the car. The car will be a technological tool for people, like the mobile phone, which has gone from simply making and receiving calls to being the centre of everyone's daily experience.

To respond to this challenge, SEAT has created the Easy Mobility Team, a cross-departmental team summoned to lead the company's transformation. **The Easy Mobility Team consists of three pillars: the connected vehicle** with its respective functions and services and the future concepts of urban mobility, fields in which SEAT wants to be a leader; **the connected client,** who in the future will be placed at the centre of the ecosystem; **and the creation of new business models** through different initiatives and establishing partnerships with external companies or startups.

As a member of the Volkswagen Group, SEAT will take part in the various initiatives there are in mobility. Furthermore, within the various businesses and services that SEAT promotes, future innovations will be added in order to develop Easy mobility solutions.

BARCELONA, ONE OF THE MOST CREATIVE AND SMARTEST CITIES IN THE WORLD, IS OUR TEST CITY. WE CANNOT THINK OF A BETTER PLACE TO PUT OUR NEW CONCEPT FOR EASY MOBILITY INTO ACTION THAN HERE, IN OUR HOME





PRESENTATIONS AND MOTOR SHOWS

2016 stood out for being a year loaded with emotions for SEAT. At the Geneva Motor Show held in March, the long-awaited Ateca was presented, being one of the most innovative SUVs in its segment that offers a unique combination of technology, design, versatility and dynamic driving. A special 20th Anniversary edition of the Alhambra was also presented at this same show, to celebrate the first generation of the Alhambra presented two decades ago.

At the Paris Motor Show, SEAT added the *Created in Barcelona* concept as a central theme for its exhibition. The brand surprised with an innovative format consisting of two spaces:

/ A stand with a 4D interactive amphitheatre, made up of 48 movable seats and their respective interactive Samsung glasses, in which visitors had the opportunity to enjoy a visit to Barcelona through a virtual experience. It also included a car configuration tool with Bitbrain technology, in which users could configure the SEAT Ateca to best suit their emotions, simply through their physiological response to different visual stimuli.

/ In an outdoor area, a building was constructed that brought a piece of Barcelona to the heart of Paris, as part of a concept for a social area for visitors to the show. Through its design and decorative elements, based on famous designers and architects from Barcelona, visitors were able to directly connect with the

city that represents the spirit and inspiration of the brand and its design, as well as with the Ateca model shown in the stand. The atmosphere created could turn the everyday into something extraordinary and turn routine into something marvellous.

SEAT also presented at the Paris Motor Show the most adventurous version of its first SUV, the Ateca X-PERIENCE. This exercise in design, with an exceptional off-road performance, shows that the brand can overcome any limit and it was presented with a matte olive green colour associated with nature.



SEAT INTRODUCES THE NEW ATECA AT THE GENEVA MOTOR SHOW

SEAT presented its new compact SUV at the Geneva Motor Show. The Ateca has been designed and developed 100% in Barcelona.

Presentations at International Motor Shows

Brussels Motorshow

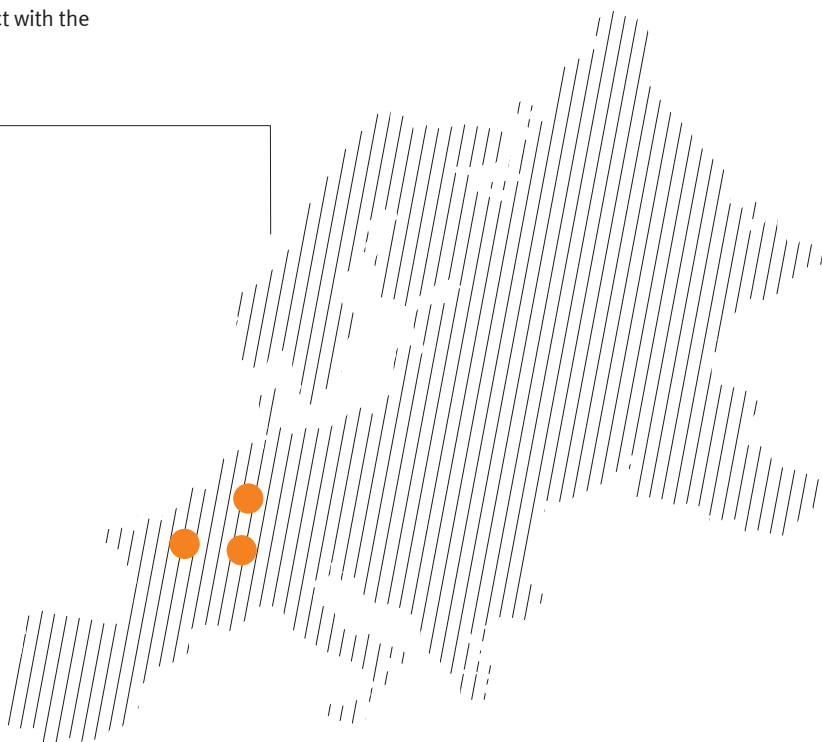
From 12 to 24 January
Presentation of the Showcar
Leon SC Cross

Geneva Motorshow

From 1 to 13 March
Presentation of the SEAT Ateca,
and Alhambra 20th anniversary

Paris Motorshow

From 29 September to 16 October
Presentation of the Ateca X-PERIENCE



SPONSORSHIPS AND OTHER EVENTS

SEAT carries out its sponsorship activity to give visibility to the brand, communicate its values and bring its products to the customer. The initiatives carried out in the spheres of music, football and other sporting events serve as a link to connect with society. Once again, in 2016 the company upheld its commitment as the main sponsor of the largest music festivals in Germany. In total, more than 160,000 spectators attended the Rock am Ring and Rock im Park festivals.

SEAT continued to support football in Spain and was once again the official sponsor of the 2016 final of the Copa del Rey (King's Cup), which saw FC Barcelona take on Sevilla FC. More than 33 million spectators followed the match on television. The 54,000 lucky ones that filled the Vicente Calderón stadium had the opportunity to enjoy the good football and a special spectacle presented by the new SEAT Ateca. In Germany, the brand maintained its successful collaboration with the football team Eintracht Braunschweig.

The company's relationship with sport was made even stronger by once again sponsoring the Euroleague, the most important basketball tournament at a European level, through its Turkish automotive partner.

The company's link with elite sport was also highlighted by continuing its commitment to the Real Club de Polo de Barcelona, a sports institution with 10,500 members that it has been linked to for the last seven years. For yet another year, SEAT sponsored the CSIO, the world's most important show jumping competition for national teams. More than 60,000 visitors came to the emblematic club in Barcelona during the four days of competition and had the opportunity to enjoy the new PoloPark, a public space of more than 18,000 m² with live music, a varied range of food and activities for all ages.

Motor racing was represented by the SEAT Leon Eurocup, which completed its third season in Barcelona, the company's home city. More than 12,000 employees accompanied by their families and motor sport fans united to see off its third edition, which everyone will remember for its thrilling final.



SEAT UNVEILS THE MII BY COSMOPOLITAN AT LONDON FASHFEST

It is the first time the company presents a car in London and outside of the usual circuit of the sector. It represents the culmination of a co-creation process between SEAT and the global creative team of Cosmopolitan, the directors of the magazine in each country and its readers in Europe. The Mii by Cosmopolitan is a car suited to today's lifestyle.



SEAT RANGE

When we manufacture SEAT models, every little detail counts. We immerse ourselves in the very essence of the design to express our values and our nature. In doing so, we take perfection to the next level and make beauty another one of our skills.

ENGINEERS OF BEAUTY



Mii

The SEAT Mii is the perfect ally for the city, compact on the outside but surprisingly spacious on the inside. With the ultimate in technology and Smartphone Integration, the Mii comes equipped with everything you need for an easy and safe drive. Now it offers more combinations, colours, details and customisation options to make it unique and suited to any lifestyle.



SEE WEBSITE



SEE WEBSITE



IBIZA

The SEAT Ibiza updates its range with the launch of the Colour Edition action model, reinforcing its comfort with exclusive packages of exterior and interior colours and a range of accessories created and designed especially for this model. Furthermore, to improve the Ibiza's technological image and strengthen co-branding with Samsung, the CONNECT action model has been extended to the most basic version of the vehicle.



SEE WEBSITE

LEON

The SEAT Leon has updated its exterior design with new bumpers and Full LED headlights, and its interior with a new central console that incorporates the electric handbrake. The new model adds numerous innovations such as traffic jam assist, pedestrian detector, wireless charger for smartphones and the new 8" colour touchscreen. The new Leon includes improvements in design, technology, comfort and safety for enjoying the driving experience even more.



TOLEDO

The SEAT Toledo combines the elegance of a coupé with the versatility of a family car. It incorporates driver assistance systems such as the rear-view camera or the Front Assist and the multi-collision brake system, which make the journey more comfortable and safer. It also comes with maximum connectivity, including Full Link to make the journey more enjoyable. Safety, comfort and entertainment to make every journey an unforgettable experience.



SEE WEBSITE



SEE WEBSITE



ATECA

The New SEAT Ateca tackles day to day tasks full of confidence thanks to its distinctive and dynamic style created by the sharp lines of its exterior design. In its interior, everything has been designed to turn your daily routine into a marvellous experience. From its ergonomic central console to its more-than-generous space, this SUV makes your day to day life exceed all expectations.

ALHAMBRA

The SEAT Alhambra commemorates its 20th anniversary with an exclusive model that incorporates technology and comfort. Among its features we find a navigator with reverse camera, Blind Spot Detection and exclusive Alcantara leather seats. Moreover, the Alhambra model now combines its most powerful diesel engine with 4Drive and a DSG gearbox with leavers on the steering wheel, making driving even safer.



SEE WEBSITE





AWARDS



SEAT IBIZA

/ Best-selling utility vehicle in Spain in 2015 for the Ibiza, in the first edition of the *Oscar del motor - Premios Alcobendas 2016* car Oscar awards for its young and sporty spirit, its design, its excellent features, the efficiency of its range of engines and the advanced technology it incorporates. The award confirms the attraction of the model, which has been an uninterrupted leader in its segment in Spain since 2001.

/ Best urban car 2016 in Spain for the Ibiza, in the fifth edition of the awards of the specialist website *www.coches.net*, included in the Schibsted Motor Awards 2016 organised by the Norwegian media group Schibsted, for its sportiness and magnificent value for money. The Ibiza is a SEAT icon and the most highly-produced and best-selling model in SEAT's history.



SEAT LEON

/ Estrella Luike Motor Award in Spain for the Leon at the Madrid Motor Show, for being the best-selling car in the greater Madrid Community region. This is a distinction that confirms the model's success in the Spanish market and its leadership in its segment.

/ Fleets award 2016 in Spain for the Leon, awarded by AEGFA (the Association of Car Fleet Managers) for its excellent rate of sales in the company channel, which has allowed it to become the undisputed leader in this channel.

/ Seal of approval in the Auto Express New Car Awards in the United Kingdom for the Leon, the winner on three previous occasions, in the Compact Family Car category; the Leon ST, in the Family Car category; and the Leon CUPRA, which also repeats its success in the Sports Car category.

/ Best Automatic Car in the United Kingdom for the Leon, awarded by the publication *carbuyer.co.uk*, for the advanced technology of its gearbox (DSG).

/ Best Compact Car in the Top Car Mapfre awards in Mexico for the Leon, awarded by Mapfre together with the publications *Autos y Más*, *Autocosmos*, *Autoexplora* and *Autopistas*, based on their readers' votes.

/ Best Station Wagon of the Year in Turkey for the Leon ST, awarded by *Top Gear* magazine for its excellent sporty and technological qualities.



SEAT ATECA

/ Best Buy Car of Europe in 2017 for the Ateca in the sixteenth edition of the AUTOBEST 2017 awards, which represents a major international recognition from one of the most prestigious awards in the continent. The judges' panel, made up of specialist journalists from 31 countries, indicates the following attributes that make the Ateca the best buy: design, comfort, driveability, value for money and commercial and service network.

/ Best Crossover in the United Kingdom for the Ateca, in its first appearance in the Auto Express New Car Awards for its style, features, functionality and value for money. The award came just after the model received five stars in the first driving test on British roads carried out by the publication *Auto Express*. The Ateca has made a triumphant entrance into its category and represents a spectacular achievement for SEAT.

/ Top Gear mag's Best Cars in the World 2016 award in the United Kingdom for the Ateca in the Modern Families category, awarded by the publication *Top Gear* for its connectivity, design and dynamism.

/ Auto Trophy Awards in Germany for the Ateca in the Best Imported SUV up to 25,000 euros category, chosen by readers of the magazine *Auto Zeitung*, underlining its success in the German market.

/ Innovation award in France for the Ateca in the Design category, awarded by the French magazine *Auto Moto* for its aesthetics, dynamism and originality.

/ Best Compact SUV in Portugal for the Ateca, in the Gold Steering Wheel awards organised by the Portuguese magazine *Autofoco* and chosen based on the votes of its readers. An award that strengthens the success of the launch of the Ateca in Portugal.

/ SUV2017 Car in Spain for the Ateca, a prize awarded by the readers of the magazines *Car and Driver* and *DeViajes* for its efficiency, habitability and dynamic qualities. This award confirms the excellent reception of the model among the public and professionals of the sector.

/ Best Car of the Year ABC 2017 in Spain for the Ateca, in the 45th edition of the ABC Best Car of the Year award, the most prestigious award of the automotive sector in Spain, chosen by a specialist panel of judges after having been selected as a finalist by the readers of *ABC.es*.

/ Readers' Best Car of the Year 2017 in Spain for the Ateca, awarded by the readers of the Editorial Prensa Ibérica Group's newspapers and the newspaper *La Vanguardia*.

/ Best Car of the Year in Catalonia 2017 for the Ateca, awarded by the Motor Press Association of Catalonia. The judges' panel, made up of 46 professionals from different forms of media, has taken a positive view of aspects such as its design and its both active and passive safety features.



SEAT ALHAMBRA

/ Seal of approval in the Auto Express New Car Awards in the United Kingdom for the Alhambra, in the MPV category.

/ Best MPV in the Tow Car Awards of the United Kingdom for the Alhambra, awarded by the publication *Tow Car* thanks to its excellent performance and equipment.

/ Best MPV of 2016 in the United Kingdom for the Alhambra, chosen by the magazine *Professional Driver* through a panel of judges made up of experts of the sector and the team of editors, for its efficiency and optimal value for money.

/ Auto Trophy Awards in Germany for the Alhambra in the Best Imported MPV category, chosen by readers of the magazine *Auto Zeitung* for its qualities that make it a practical and spacious vehicle.

/ Eurotax Award 2016 in Switzerland for the Alhambra in the MPV category, awarded by Eurotax, a leading supplier of data, solutions and services for the European car industry.