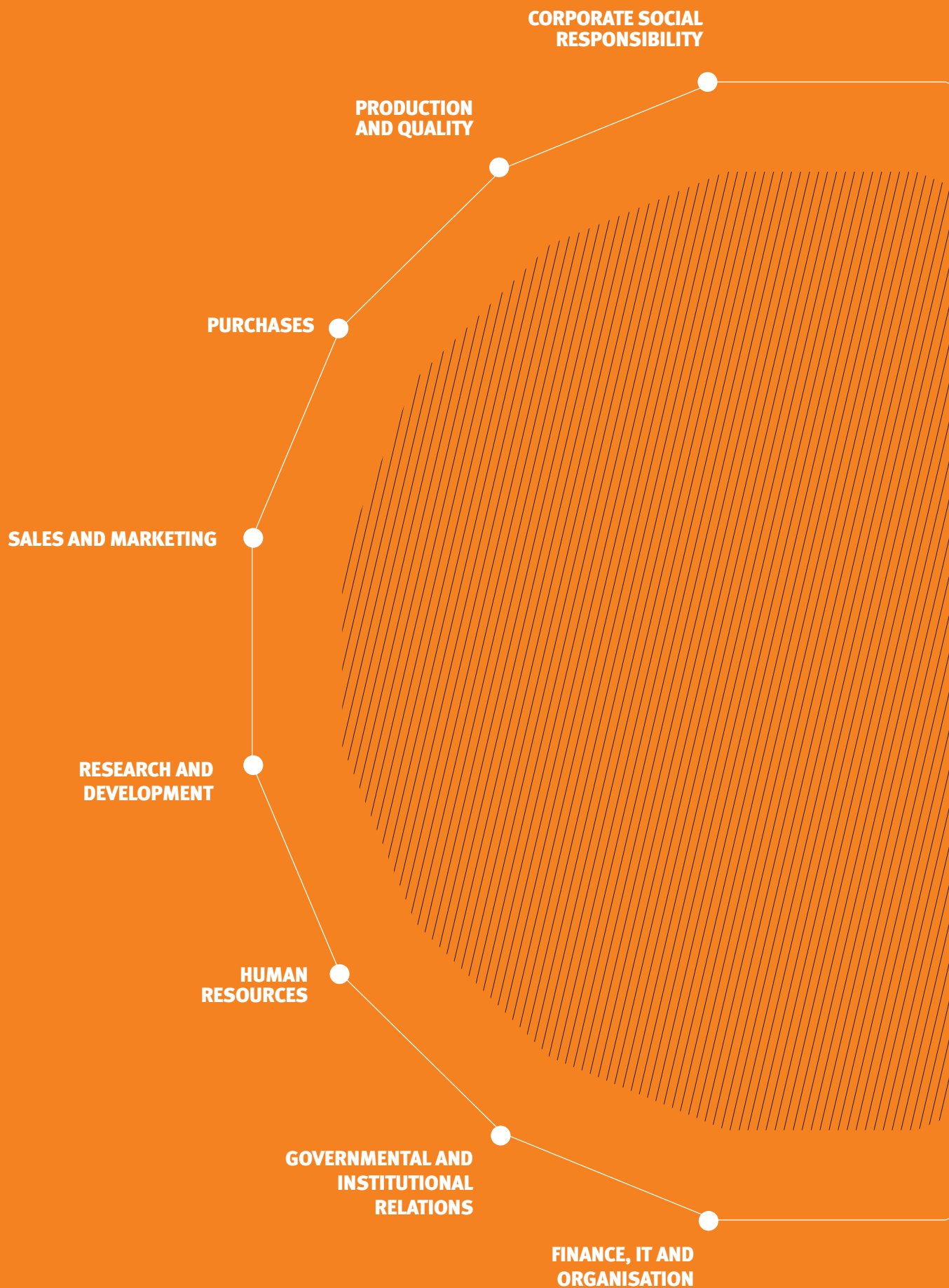


1

TEAMWORK

SEAT ATECA



SEAT's first SUV is the brand's most ambitious and global project in recent years. All areas of the company have aligned around a common goal to develop and launch the new star of the SEAT range: the success of the Ateca is a success for everyone.





PRODUCTION AND QUALITY

The industrialisation and production of the Ateca have put the small Czech town of Kvasiny and its 1,500 inhabitants on SEAT's map. Its factory has been producing cars since 1934 and in 1947, the first ŠKODA vehicle left its production line.

The Quality division's goal is to ensure quality in the manufacturing processes and to guarantee that the quality of all parts of the Ateca is perfect.

To this end, it subjects SEAT's new model to an exhaustive examination to test its quality, even in the finest detail.

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PURCHASES

The Purchases area has worked intensively since 2012 to make the Ateca a reality today and is responsible for ensuring that all the parts supplied comply with the quality requirements, deadlines, costs and production capacity. This is the first project in which Purchases is responsible for procurement (together with ŠKODA) and the launch of a car that is not produced in Martorell.

Once assembly line production has begun, Purchases ensures the optimisation of costs and supplier deliveries.

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SEAT ATECA TIMELINE



March 2014 THE ANNOUNCEMENT

During the annual results conference in front of the media, it is announced that SEAT will have its first SUV. The designers and the engineers of the SEAT CTS begin to give it shape.

June 2014 THE PRODUCTION

SEAT's Executive Committee confirms that the SUV will be manufactured at the ŠKODA factory in Kvasiny (Czech Republic).

October 2014 THE ENCOUNTER

SEAT and ŠKODA strengthen ties: more than 20 SEAT employees are transferred to Kvasiny to work on the perfect launch.

SALES AND MARKETING

More than 2,400 people from 59 countries attended the presentation of SEAT's strategy and future plans for its global dealerships network at the end of May – a route marked by the entry into a new segment with the Ateca.

All departments of the Sales and Marketing division have worked on this launch, into which a great deal of effort and passion have gone, with the common goal of enticing drivers.

The Sales and After sales networks are ready to offer the best service to SEAT Ateca customers.

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RESEARCH AND DEVELOPMENT

The Ateca has been developed 100% in the SEAT Technical Centre in Martorell (CTS). To varying degrees, practically all the engineers of the CTS have been involved in this project.

The Ateca is characterised by its distinctive SEAT design, with perfectly defined lines that highlight its character and sturdiness, and also by its magnificent dynamic performance, 100% true to SEAT's DNA.

A number of innovations have been introduced in the SEAT Ateca, from design elements such as the welcome light in the rear-view mirror, the Infotainment systems and the electric handbrake, to the driving aids such as Emergency Assist, Traffic Jam Assist and Lane Assist and other aids that increase comfort, such as Park Assist and Top View.

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February 2016 IT'S CALLED ATECA

The official presentation of the SUV is held at the Port of Barcelona: 130 journalists get a preview and the Chairman reveals its name.



March 2016 'WORLD PREMIERE'

More than 10,000 journalists and 687,000 visitors to the Geneva Motor Show get the privilege to see SEAT's SUV for the first time in public.

April 2016 VERSATILITY, ON THE MOVE

The Ateca is debuted on the road.



HUMAN RESOURCES

The exchange of specialist staff between SEAT and ŠKODA has been essential in ensuring the launch of the Ateca.

The Human Resources division has contributed to its success by managing the transfer and the integration of all the SEAT staff that have gone to the Czech Republic and the ŠKODA staff that have joined SEAT. This transfer of talent has enabled the Ateca's production in Kvasiny to be a success.

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GOVERNMENTAL AND INSTITUTIONAL RELATIONS

SEAT's first SUV is named after the Aragonese city of Ateca. With this vehicle, SEAT has continued the tradition of naming the brand's new models after Spanish towns and cities. The Ateca made its debut in the city in which it was conceived, Barcelona, and with which it shares the brand's attributes. The presentation, which was held at the Port of Barcelona, brought together more than 130 journalists.

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FINANCE, IT AND ORGANISATION

Making the project profitable, taking into consideration the market and the competition, is one of the tasks performed by the staff of the Finance department. That is, defining measures to guarantee the Ateca's profitability.

The price of a vehicle is one of the key elements for ensuring its commercial success. It is essential that the price of a new model fits the current market as well as possible, while always considering the commercial positioning goals for this product.

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April 2016 TAKING ORDERS

The network begins to market and sell the Ateca. It raises a lot of interest.



April 2016
THE FIRST ATECA
The first unit of the SUV leaves the Kvasiny production line.

June 2016 IT REACHES DEALERSHIPS

Dealerships prepare for the occasion of receiving the new model.

