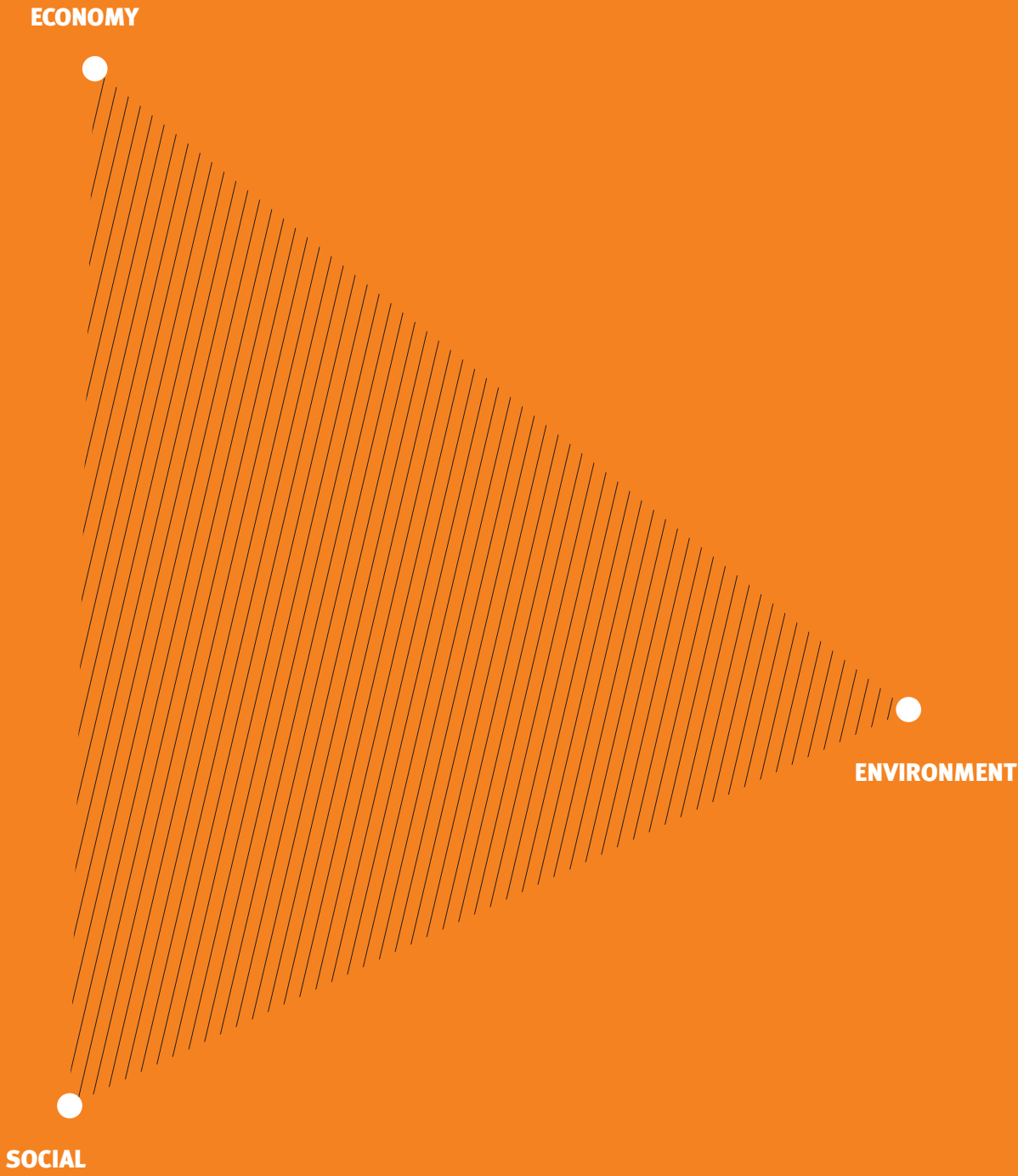


# 2

## **THE FUTURE BEGINS TODAY**

CORPORATE SOCIAL RESPONSIBILITY



## COMMITTED TO SUSTAINABILITY

SEAT has consolidated its sustainability strategy during 2016. In the social sphere, the company repeated the success of winning the Top Employer award and even improved the result achieved last year. Significant efforts were also made in the field of gender equality and, through projects such as the Women in Management programme, SEAT is showing this commitment. The collaborations with universities and business schools through the SEAT Chair at the UPC, the SEAT Chair in Innovation at IESE and the SEAT scholarships at ESADE are also of note.

The environment is another of the company's pillars of corporate social responsibility in which significant steps were taken. In the Martorell factory, the second ECOMOTIVE FACTORY Day was held. This gathering allowed the company to showcase the most significant projects carried out during the year and to set the company's environmental goals up to 2025. In 2016 a significant goal was also achieved in the development of the brand's vehicles and their environmental impact, upon receiving the Eco-design certificate in accordance with ISO standard 14006. Furthermore, the Ateca became the first SEAT model for which a complete analysis of its life cycle has been published.

The third pillar of the company's sustainability strategy lies in the financial sphere. In 2016, SEAT became profitable and demonstrated its capacity to generate sustainable economic growth. An essential factor for ensuring this growth is quickly identifying and minimising the potential risks that might arise, so a new process of quarterly reporting of operating risks was put in place. Lastly, this year activities were held to mark the 5th anniversary of the company's Code of Conduct. The fundamental values that form part of SEAT's DNA are yet another display of ethics, integrity and social responsibility.

**IN 2016, SEAT BECAME PROFITABLE AND DEMONSTRATED ITS CAPACITY TO GENERATE SUSTAINABLE ECONOMIC GROWTH**

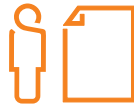


## SEAT stakeholders universe



### CUSTOMERS

/ Dealers  
/ Fleet Operators



### SUPPLIERS

/ Suppliers throughout  
the Supply Chain



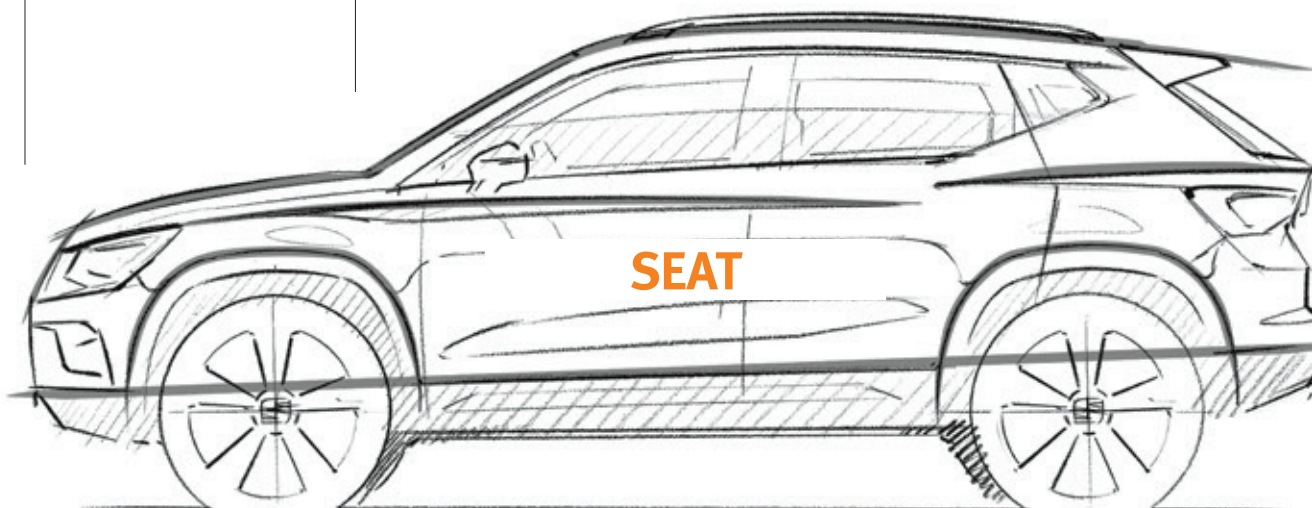
### EMPLOYEES

/ Employees  
/ Unions  
/ Management



### INVESTORS

/ Volkswagen Group  
/ Financial Markets



### EDUCATION

/ Universities  
/ R&D Centres



### MEDIA

/ Mass Media  
/ Social Media



### ADMINISTRATION

/ Government  
/ Legislators

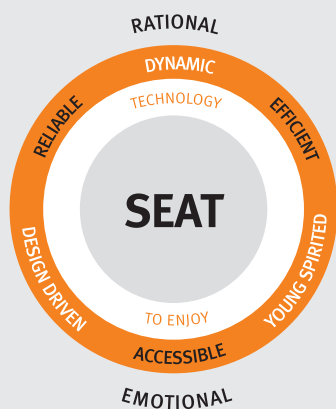


### SOCIETY

/ NGOs  
/ Foundations  
/ Associations  
/ Neighbours

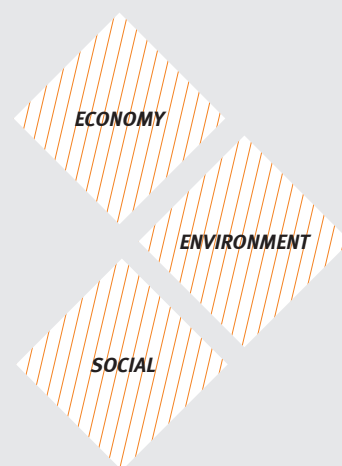
## Sustainability strategy

The sustainability strategy is related to the company values and based on three pillars

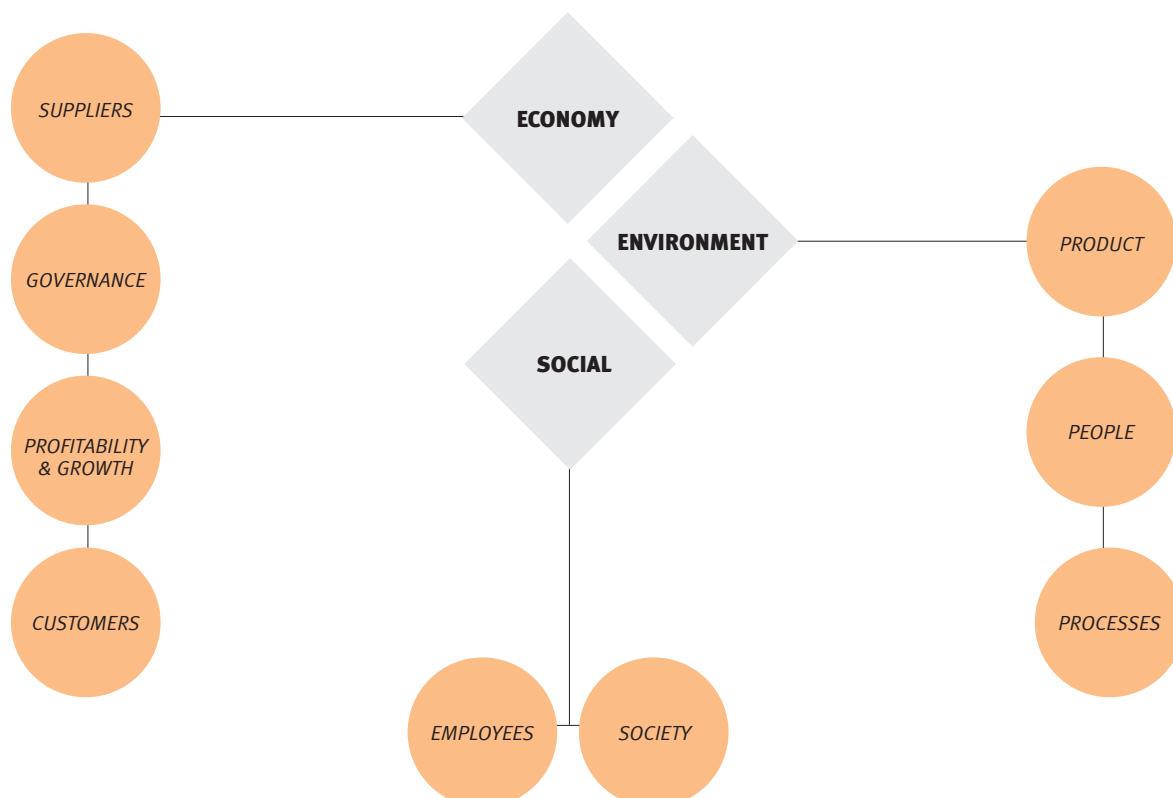


## SUSTAINABILITY IN SEAT

**VISION/** To be acknowledged by our stakeholders as one of the most sustainable companies in the automotive industry.  
 "SEAT brings sustainable mobility to life"



## Focus Areas



## AUDIT, COMPLIANCE AND GOOD GOVERNANCE COMMITTEE

From 17 June 2016, with Act 22/2015 of 20 July on Financial Statement Audits coming into force, SEAT, as a “public interest entity”, has created an Audit Committee. Additionally, following the company’s transparency policies, and given that corporate governance best practices recommend listed companies to have an executive committee of the Board of Directors in charge of supervising the rules of good governance, the social responsibility policy and regulatory compliance, SEAT’s Board of Directors agreed that as a public interest entity, the company should have a committee within it that assumes these responsibilities.

In order to simplify and rationalise structures, it was considered that the committee could formerly assume the functions of supervising legal compliance and good governance. Therefore, on 11 March 2016, SEAT’s Board of Directors adopted the agreement to create within it the so-called Audit, Compliance and Good Governance Committee (ACGGC), which has been assigned the functions of supervising the rules of good governance and regulatory compliance, as well as the functions of the Audit Committee in the law. This committee has more extensive powers than those determined by the law and is fully independent.

To this end, SEAT ensures that the ACGGC has sufficient resources and an adequate structure for the proper supervision and control of the matters it is responsible for.

These decisions, adopted following careful consideration based on the compliance model implemented to date and taking into consideration the best practices in the market, were taken within the context of **SEAT’s desire to continue to promote transparency and good governance, as well as the commitment assumed for the entire organisation to promote the performance of its work while upholding ethical values.**





## Functions of the Audit, Compliance and Good Governance Committee



### COMPLIANCE

MONITOR THE SUITABILITY OF THE COMPANY'S COMPLIANCE AND RISK-MANAGEMENT MODELS

MONITOR THE EFFECTIVENESS OF THE CONTROLS OVER FINANCIAL REPORTING

MONITOR THE INDEPENDENCE AND EFFECTIVENESS OF THE INTERNAL AND EXTERNAL AUDITORS

MONITOR THE TRANSPARENCY OF FINANCIAL REPORTING

**AUDIT OF FINANCIAL STATEMENTS**



### GOOD GOVERNANCE

MONITOR COMPLIANCE WITH THE COMPANY'S GOOD GOVERNANCE POLICIES



**ON 11 MARCH 2016, SEAT'S BOARD OF DIRECTORS ADOPTED THE AGREEMENT TO CREATE WITHIN IT THE SO-CALLED AUDIT, COMPLIANCE AND GOOD GOVERNANCE COMMITTEE (ACGGC)**



## RESPONSIBLE AND SUSTAINABLE BUSINESS

### Financial sustainability

In the last few years, an action plan has been carried out focused on controlling the cost and profitability of products, to ensure the sustained growth of the business. As a result of the work performed and the continuous monitoring of financial measures, in 2016 SEAT returned to being profitable.

The company's future economic development depends on a robust financial strategy. In this sense, during 2016 various work groups were set up to define the company's new strategic plans to adapt to the renewed challenges that the car industry faces. As part of this initiative, a cross-departmental team was created, responsible for identifying and developing new business models.

### Risk management and compliance

SEAT has an organisational and management model that includes monitoring and control measures to prevent business risks and criminal offences from being committed. In this model, the Risk Management and Compliance departments encourage the efficient management of risks and regulatory compliance in all areas of the company, through different training and advisory activities in order to achieve goals and to guarantee SEAT's sustainable financial success.

### Fifth Anniversary of the Code of Conduct

The Code of Conduct is the guide that sets out SEAT's principles and values, and which all those that form part of the company are required to comply with. Its first edition was published five years ago and during that period the Compliance department has carried out communication campaigns aimed at the entire workforce and general or specific training on specific subjects from it. The Compliance department celebrated the Code's fifth anniversary by focusing its awareness campaign on its most significant principles and values, through illustrated editions sent to all members of staff, as well as leaflets and slogans distributed across all of SEAT's facilities. This action was supported at all times by the Executive Committee and the Company Committee, showing their commitment to act in accordance with the principles and values of the Code.



Every year, the Risk Management department carries out the GRC (Governance Risk and Compliance) process in which all divisions of the company perform an analysis of the status of SEAT's systematic risks and of the controls established to prevent and minimise them. This process has been strengthened since its implementation and has been consolidated as a monitoring and transparency tool for SEAT's management.

In 2016, a new process was established that allows Management to know all the operating risks that can affect the company in the short term and to thereby improve their management. All divisions of SEAT report quarterly on their most significant specific risks in terms of their financial, legal and reputational impact. The Risk Management department leads this process and ensures coordination and monitoring of the evolution of the risks and of the action plans reported.



The Compliance department is also responsible for carrying out communication, training and advisory campaigns, according to the needs detected in the company, in order to foster at all times a culture of integrity in the daily actions of all those that form part of SEAT. The Compliance department offers support to all the divisions to answer questions related to the Code of Conduct, rules, processes or Compliance guidelines. The results are very positive, since the number of enquiries sent to the inbox *compliance@seat.es* is growing exponentially every year. In 2016, the number increased by 26% compared to the previous year. Also, the number of reports of irregularities or infringements received through the channels provided increased proportionally.

It is also important to underline the SEAT Group's commitment to assuming its social responsibility by meeting its fiscal obligations, in accordance with the laws and basic principles established in the Code of Good Tax Practices. The corresponding Tax Policy of the SEAT Group can be found in the Annual Accounts (note 18. Tax situation).



#### RISK MANAGEMENT IN THE DAILY WORK ROUTINE

In order to bring the benefits of risk management closer to all members of staff, SEAT employee Prudencio Segura shows in a video how risk management is part of the daily working routine, by making a comparison between personal and professional life.



## GRC awards

In September 2016, the second global GRC conference of the Volkswagen Group was held. Different experiences on the various activities related to risk management and compliance issues were exchanged. Of particular note were the awards won by SEAT in two of the four categories of the GRC Awards organised by the GRC department of the Volkswagen Group. The Risk Management team won an award for the improvement achieved on the analysis of the production risk map, while the Compliance team was awarded with the Compliance Special GRC Award for the Anti-corruption programme. Furthermore, in 2016, the Compliance department was awarded with the Iberian Lawyer Gold Award, which recognises it as the Best Compliance Team of the year in Spain.

## Sustainability in supplier relations

Compliance with the Sustainability Requirements of the Volkswagen Group has been an essential requirement to form part of SEAT's supply chain, as well as for the adjudication and renewal of projects.

During 2016, the company increased supplier training and awareness in the field of company ethics, environment, labour conditions and human rights. Furthermore, the controls on complying with these requirements for the companies that make up the supply chain were reinforced.

The controls, applied through audits and compliance declarations of the suppliers themselves, allow the company to detect cases of non-compliance that are analysed internally by SEAT's team of experts. In the event that an issue is detected, the supplier must apply a series of corrective measures in order to assure its place within the supply chain. If serious cases of non-compliance occur, the contracts are immediately terminated.

The increased stringency of the sustainability policy among suppliers and their controls, through various tools such as corporate social responsibility audits initiated in 2015 and extended in 2016, has provided greater visibility and control of the supply chain, as well as a greater capacity to react in the event of possible cases of non-compliance. To do this, it has been essential and indispensable to have the cooperation of all of SEAT's suppliers, since they have committed in writing to complying with the Sustainability Requirements of the Volkswagen Group.

**DURING 2016, THE COMPANY INCREASED SUPPLIER TRAINING AND AWARENESS IN THE FIELD OF COMPANY ETHICS, ENVIRONMENT, LABOUR CONDITIONS AND HUMAN RIGHTS**

## RSC of North African suppliers

SEAT has intensified and increased relationships with Moroccan suppliers, so it has been necessary to take a closer look at the legal, financial and administrative obligations that the companies are subject to in order to perform the future analyses of their compliance with Sustainability Requirements in a realistic and effective manner. In October, SEAT took part in the Business Mission to Morocco of the Automotive Sector, promoted by the Catalan Government (Generalitat de Catalunya) and the Automotive Industry Cluster of Catalonia (Clúster de la Indústria de Automoció de Catalunya), in which several interviews were held with authorities, suppliers and local experts. The purpose of the meetings was to gather all sorts of information on the operation, procedures, uses and customs of the automotive sector and of the supply chain in Morocco. In this way, SEAT has taken the first steps for the Volkswagen Group on the future analyses of sustainability and corporate social responsibility of the automotive suppliers in North Africa.



## Customer satisfaction

SEAT continues to work so that its customers feel satisfied and keep visiting and recommending the network of authorised dealerships and service centres. The company's goal is for customers to enjoy an excellent experience, both with the brand's vehicles and with its services. SEAT's priority is to assure the loyalty and trust of its current customers and also to attract new ones. With this goal in mind, particular attention is paid to comments published in various studies on the brand and its network of authorised dealerships and service centres. The analysis of these studies serves as the basis for establishing action plans aimed at continuing to improve the experience of the brand's customers.

SEAT continues to support new technologies in its relationship with its customers. The new management tools developed in the digital field allow the company to improve how it measures customers' satisfaction, while also providing a more pleasant experience by responding to surveys on the brand and the service provided in the network of authorised dealerships and service centres.

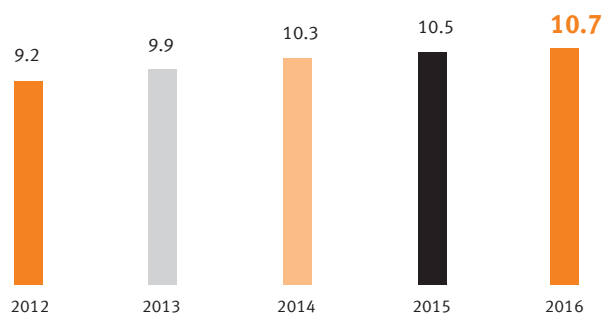
Among the most important actions being carried out regularly, of particular note are: the satisfaction surveys that are sent by email, the assessment of the quality of the service received using Mystery Shopping and Phantom Test, as well as an extensive training programme that guarantees the professionalism of the commercial network. The use and analysis of this varied range of tools allow the company to adapt to customers' needs and to offer them a better experience.

The greater professionalism and dedication of the entire human team of the network of authorised dealerships and service centres have allowed the improvements achieved to be sustained over time and have made SEAT a leader in customer satisfaction among its main competitors, in its most important markets. According to the latest data available from the Customer Satisfaction Survey (CSS), the reference index in the area of sales has achieved significant growth in the period 2012-2016, going from 9.2 to 10.7. Furthermore, in the same period the after sales CSS index increased from 8.1 to 9.4, reflecting a considerable increase in customer satisfaction (the sales and after sales CSS index ranges between -4 and 12).

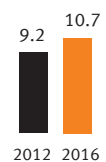
**THE COMPANY'S GOAL IS FOR CUSTOMERS TO ENJOY AN EXCELLENT EXPERIENCE, BOTH WITH THE BRAND'S VEHICLES AND WITH ITS SERVICES**



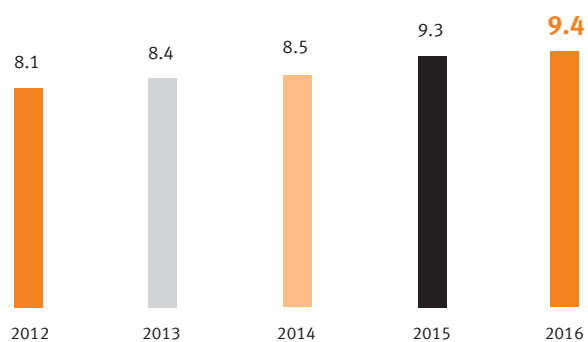
## Customers (Customer Satisfaction Survey)



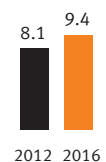
*CSS index of sales*



**+16.3%**



*CSS index of after-sales*



**+16.0%**



## AT EMPLOYEES' AND SOCIETY'S SIDE

### Participation and values

SEAT continued to promote the participation of the workforce and their family members in all kinds of initiatives. The launch of the new Ateca model provided the opportunity to get to know the product first hand. More than 300 employees from all the divisions of the company involved in its development and production enjoyed the Ateca Driving Day in May, a day on which they had the opportunity to drive the new Ateca on tarmac and dirt tracks. The Ateca experience was expanded in July when family members, friends and employees had the opportunity to become ambassadors of the model for an entire weekend, in the dynamic presentation that took place in Barcelona. These initiatives combine two goals: to reinforce employees' commitment and to strengthen the brand image. With these actions, SEAT helps staff to get to know the product better and to feel proud of the result of their work.

The Barcelona-Catalunya circuit hosted the Formula Student Spain, a competition that SEAT sponsored for the seventh consecutive year, in which young university students competed with the single-seater cars designed, developed and built by themselves. This latest edition involved 1,750 engineering students from 14 countries, distributed among 70 teams that took part. The proximity between SEAT and the students was also a constant. The company opened its doors to 5,000 students to make a very special visit to its facilities, during which they had the opportunity to get to know the company with their schools and universities. The number of visits by young people increased in 2016 by 60% over the previous year.

#### Formula student

  
**1,750**  
engineering students

  
**14**  
countries

  
**70**  
teams

The company continued to support sport as a vehicle for cohesion of teamwork and solidarity. The ninth edition of the SEAT Cup, the football tournament for company employees, had a successful turnout once again.

Another means of participation was through the Ideas for Improvement programme, promoted by the company among the workforce for many years to encourage and award their proposals for financial and energy savings or general improvements in their working environment. In 2016, this programme achieved savings of 13.8 million euros, almost 0.3 million more than the savings of the previous year.

Also worthy of note in 2016 are the successful levels of participation and satisfaction in the Working Environment Survey (*Stimmungsbarometer*) aimed at the entire workforce. In 2016, this participation platform used a new format for the first time, with 22 questions divided into four blocks, aimed at getting to know employees' opinions in more depth and the areas for improvement in all aspects of their work.

#### Ideas for Improvement 2016 results

  
**13,693**  
Ideas received

**5,987**  
Ideas rewarded

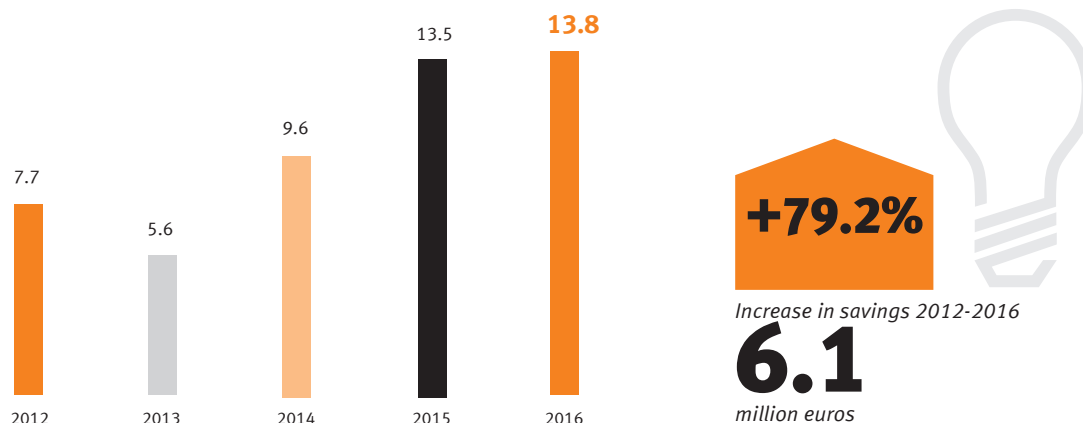
**1,995,927**  
Prize money in euros

**38.4%**  
Participation

**13,786,961**  
Savings in euros



## Savings of the Ideas for Improvement programme (millions of euros)



## Greater presence of women in positions of responsibility

SEAT focuses its efforts on promoting a greater number of women to managerial positions. To this end, a series of actions that will be implemented to achieve this goal were defined in a workshop organised by Human Resources, which was attended by a representation of female executives from various divisions of the company. These actions include providing mentoring, training and attending “conversations” with Management, in order to share experiences and learn from the pioneers in the management field. The initiative aims to facilitate a cultural change in the company through a pilot test, called Women in Management, with a small group of women to encourage their professional development.

**SEAT IS THE SPANISH CAR MANUFACTURER WITH THE HIGHEST FEMALE PRESENCE IN ITS WORKFORCE (20.6%)**

## Equal opportunities

SEAT is the Spanish car manufacturer with the highest female presence in its workforce (20.6%). To mark the celebration of International Women’s Day, all employees were sent a leaflet summarising the origin and history of this significant day.

The initiative, aimed at promoting equal rights and encouraging gender equality, also served to increase awareness among staff of the importance of SEAT’s Equality Plan.

This stance in favour of equal treatment and opportunities has been included in SEAT’s 19<sup>th</sup> Collective Labour Agreement, in a specific clause that includes this principle as one of the company’s values, undertaking to make progress towards achieving equality in the company and women’s access to positions of responsibility.

## Altruism and solidarity

Commitment to society is also one of the goals of the company and its employees, who take part in various campaigns and charitable activities, sometimes arranged by themselves. On 19 and 20 October, to mark International Breast Cancer Awareness Day, SEAT once again collaborated in a fund-raising campaign with the Spanish Association Against Cancer (known as AECC). The workforce contributed with the mass-purchase of pink sunglasses designed for the occasion, as well as by publishing their photos on social networks to spread awareness of the campaign. The company also contributed with a financial donation. Also in keeping with the company’s commitment to health and wellbeing, SEAT participated in the AIDS Gala, organised by the Fight AIDS Foundation, in order to contribute to the research in the fight against this disease performed by its founder, Dr. Bonaventura Clotet.



The collaboration with the Talita Foundation, which promotes the social integration of people with different disabilities, was also renewed. A donation of textile material with the SEAT image was also made to the organisation San Juan de Dios Solidaridad. In addition to these campaigns were the now regular campaigns among employees and their networks known as *We are SEAT*, *We are Charitable* and *Humanitarian Alliance for Children's Food*, in which staff collaborated with the Red Cross by collecting food and donations for those most in need over the Christmas period.

Providing training to the youngest in society is another of the company's commitments. SEAT continued the tradition of donating vehicles and equipment for educational purposes to different educational centres, museums and universities. Of particular note are the deliveries of vehicles to the Autonomous Community regions of Madrid, Cantabria and Catalonia; the loan of half a car body for the *Vestir el automóvil* exhibition of the Museo de Mataró, which ended up at the School of Technical Engineering of the UPC; and the donation of the surplus design equipment to the University of Design of La Coruña, so that students can train with the latest-generation equipment.

With regard to the digitalisation transformation process that society is currently undergoing, SEAT reaffirms the importance of access to new technologies for school-age children. In this field, the company acquired interactive whiteboards, which it delivered to the German School. Furthermore, as part of the CSIO Barcelona 2016, a world-renowned show jumping competition held in the Catalan capital, SEAT donated 35 tablet computers to the Ramón Berenguer III school in Barcelona, given to the centre and its students as winners of the competition sponsored by the #BCNalgalop initiative.



#### SEAT AND ESADE JOIN FORCES TO TRAIN THE EXECUTIVES OF THE FUTURE

SEAT signed a collaboration agreement with the business school and became an honorary member of the ESADE Foundation. Through this agreement, SEAT executives take part in ESADE's various training programmes. Two students of the Degree in Business Administration - BBA of ESADE received the new SEAT grant.

#### SEAT AND IESE LAUNCH A CHAIR IN INNOVATION FOR FUTURE EXECUTIVES

The two organisations will collaborate on integrating aspects related to innovation applied to different business models. Furthermore, company executives will take part in training programmes and seminars organised by IESE.



### SEAT with those most in need

At SEAT, it is people that move us. That is why the company signed a collaboration agreement with Talita, an entity dedicated to caring for people with disabilities and their family members. The company made a financial contribution to support projects of this entity, such as its charity calendar, and to help it to achieve its primary objective: to increase the inclusion of young people and children with different disabilities. Equal opportunities start with changing society's view of and behaviour towards people with disabilities.



## ENVIRONMENTAL FRIENDLINESS

### In processes

The measures applied as part of the Ecomotive Factory project have achieved significant progress in the main environmental indicators. The overall goal of this programme is to reduce the main environmental indicators and the consumption of resources of producing a vehicle by 25% in the period 2010-2018. At the end of the 2016 financial year, significant improvements have been noted in all the variables and in 2 of them, the goal established has already been exceeded.

/ Energy consumption: the energy saving and efficiency measures applied in the period have achieved a reduction equivalent to 23,410 MWh. The actions carried out include: the replacement of electric motors with other highly efficient motors with variable-speed drives; the introduction of LED lights in outdoor areas, open spaces and workshops; the replacement of high-efficiency incinerators in the painting ovens; the improvement in the insulation of plants and workshops; as well as the installation of regulator systems for the automated and demand-based supply of efficient energy to the factories.

/ CO<sub>2</sub> emissions: the proposals introduced to improve energy efficiency, together with the green energy supply contract that guarantees that it comes from sources certified as 100% renewable and high-efficiency cogeneration sources, as well as the supply of external heat produced with biomass in the SEAT Barcelona factory, reflect some of the measures that have allowed the company to continue to reduce CO<sub>2</sub> emissions.

### Accumulated percentage improvement in environmental indicators 2010-2016



**21.7%**  
Energy



**41.4%**  
Waste



**66.2%**  
CO<sub>2</sub>



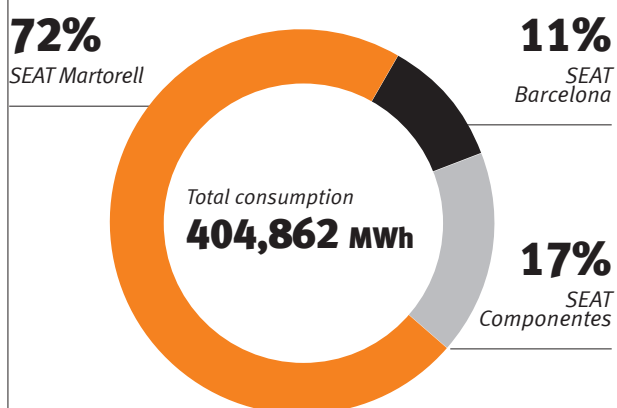
**16.2%**  
Solvents



**22.4%**  
Water

**AT THE END OF THE 2016 FINANCIAL YEAR, SIGNIFICANT IMPROVEMENTS HAVE BEEN NOTED IN ALL THE VARIABLES AND IN 2 OF THEM, THE GOAL ESTABLISHED HAS ALREADY BEEN EXCEEDED**

### Electricity consumption at SEAT factories 2016



### Clean energy sources

**Primary uses in SEAT**  
Production process  
Air conditioning  
Lighting  
Compressed air



**100% of electricity comes from renewable, zero-emission sources**

The six photovoltaic facilities of SEAT al SOL generated close to 17,170 MWh of electricity in 2016. The Martorell factory has a total of 10.6 MW of power from the solar panels located on the roofs and the vehicle parks for the generation of clean energy, free of CO<sub>2</sub>.

/ Water consumption: the savings achieved through the application of various projects were due to savings and optimisation initiatives, such as the regulation of the water inputs for passing over bodywork in treating surfaces, or the improvement in the canalisation of the water used in the leak test of vehicles for its subsequent recovery.

/ Solvent emissions (volatile organic compounds): among the projects carried out that have contributed the most to the reduction are: the replacement of robotic paint sprayers for others that are more efficient, which reduce the consumption of paint and the emissions produced in applying paint to the bodywork, and the replacement of products for cleaning painting circuits with others that have a low solvent content.

/ Waste removal: the measures adopted in the prevention of waste, the increase of selective classification in the assembly workshops and the efficiency measures in the paint sprayers have allowed the waste that is sent to removal plants or controlled deposits to be reduced.

As part of the Green Logistics project, which seeks to reduce CO<sub>2</sub> emissions in the transport of parts and vehicles, various initiatives have been carried out, including:

/ The introduction of lorries that run on LNG (Liquefied Natural Gas) or CNG (Compressed Natural Gas) on the Madrid-Martorell route. With this measure, 480 tonnes of CO<sub>2</sub> emissions are reduced each year.

/ The introduction of the Megatruck, a type of articulated lorry measuring 25.25m and weighing 60 tonnes for the transportation of parts, which increases the loading capacity (weight/volume) by 50%. This measure is being extended to different long-distance routes, which enables a reduction of up to 200 tonnes of CO<sub>2</sub> per year. SEAT is the first company in Spain to use transport of this kind.

#### Water consumption at SEAT factories 2016

92%

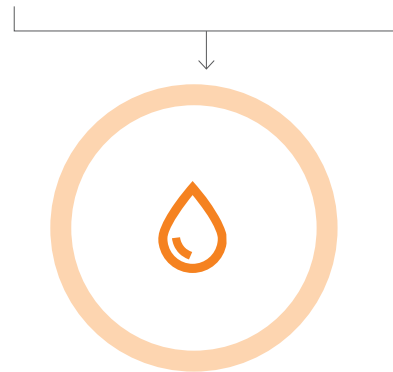
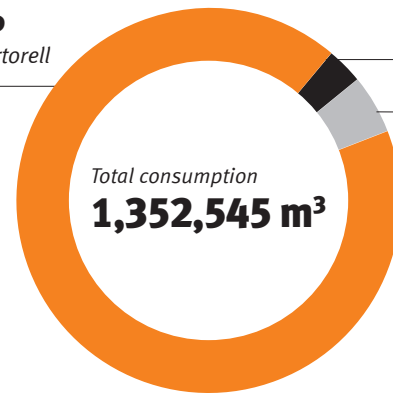
SEAT Martorell

3%

SEAT Barcelona

5%

SEAT Componentes



**Coming from osmosis | 64%**  
SEAT uses a network of high quality water treated with reverse osmosis






#### THE MEGATRUCK STARTS UP IN SPAIN

The Megatruck drove for the first time in Spain in a pilot test promoted by the Automotive Industry Cluster of Catalonia and with the participation of SEAT as leader of the project.




## New Ateca: performance and ecology




Built on a modified version of the MQB-A platform, the New SEAT Ateca has been designed bearing in mind our commitment to the environment. Efficiency and versatility in equal measure.


### ENVIRONMENTAL OBJECTIVES OF THE TECHNICAL DEVELOPMENT PROCESS




-  Climate protection
-  Resources conservation
-  Health protection

#### ENGINES

A lower fuel consumption and a reduction in CO<sub>2</sub> emissions of between **10%** and **20%**.   




A modular-type configuration that allows for the reduction of components and assemblies, ultimately achieving a weight reduction of up to **30%**.   

Acoustic improvements in all engine types. 

START & STOP technology is integrated into all engines.   



#### BUMPERS

   Making bumpers sleeker to reduce their weight.



#### PROMOTES ECOLOGICAL DRIVING

##### ECO TIPS

The car sends the driver recommendations for a more efficient and ecological driving experience.

##### ECO TRAINER

This feature helps the user to have a more efficient driving experience, indicating unnecessary accelerations and braking.

##### SEAT DRIVE PROFILE

Offers an ECO profile option that puts the vehicle into a particularly low fuel consumption mode.

#### AERODYNAMICS

A reduction in the aerodynamic coefficient of up to **0.33**.

Average emissions: **120 gCO<sub>2</sub>/km**.

#### INTEGRATED LED HEADLIGHTS

Integrated Full LED headlights, considerably reducing their electrical consumption, increasing their lifespan and illumination power.

#### FRONT END

Made of plastic without sheet metal reinforcements, therefore, reducing its weight and making it easier to recycle.

#### CROSSBARS

Their weight is reduced through a hot stamping process.





## INTERIOR AIR QUALITY ♥

The materials used in the interior have been designed to achieve low emission levels.

In particularly contaminating environments, a sensor temporarily shuts off the vehicle's entry air vents. The Pure Air system shuts out the exterior air and avoids the presence of allergens.



## CLIMATE CONTROL ☀

A humidity sensor reduces consumption by disconnecting the compressor when it is not necessary, achieving a consumption reduction of **0.05 l/100 km**.



## AIR CONDITIONING ☀

A new coolant is used that reduces its impact on global warming by **99.7%**.



## ACOUSTICS ♥

Complies with the new European noise regulation directive "**2007/46/CE (< 72 dBA)**", with a reduction in the interior noise levels thanks to measures applied to the exhaust pipe and to the acoustic package.

## EXHAUST PIPE

With integrated silencers. ♥

Volume and weight optimised to reduce consumption.



## TYRES

Low rolling resistance.



They are made of **natural rubber**, representing 75% of the total amount of rubber found in the vehicle.

Indirect Tyre-pressure monitoring system (TPMS) to detect loss of tyre pressure, reducing fuel consumption and the tyre's wear and tear.



## MATERIALS Renewable ♻

The total of weight of renewable materials used can reach **13 kg**.

## Less lead ♥

Lead has been eliminated in the shock absorbers, in the welding of electric, electronic and glass components, and in dielectric ceramic materials of capacitors.

## EXTERIOR AIR QUALITY ♥

The four-wheeled traction engines integrate catalytic converters into their exhaust systems.

## STEERING WHEEL 🌱♥♥☀

All versions include a magnesium - injected wheel skeleton that optimises the weight.

## DOORS 🌱♥♥☀

The weight of the doors has been reduced by decreasing their thickness.

## FRONT WHEEL ARCHES

The front wheel arches and spare wheel compartment lining are made of **100% recycled** PP (Polypropylene).



The soundproofing materials are made of PET felt (Polyethylene terephthalate).



## CHASSIS ☀🌱♥♥

Using **84%** high-resistance steels together with hot stamping technology, allows for the reduction in thickness without compromising any mechanical properties.

## MUDGUARDS ☀🌱♥♥

Their weight has been reduced thanks to a thinner metal sheet.



## ALLOY WHEELS ☀🌱♥♥

Subjected to fatigue and stress tests, they have been designed with the lowest possible weight.

## SEATS ☀🌱♥♥

Their weight has been reduced achieving optimised **4.5 kg**







## In vehicles

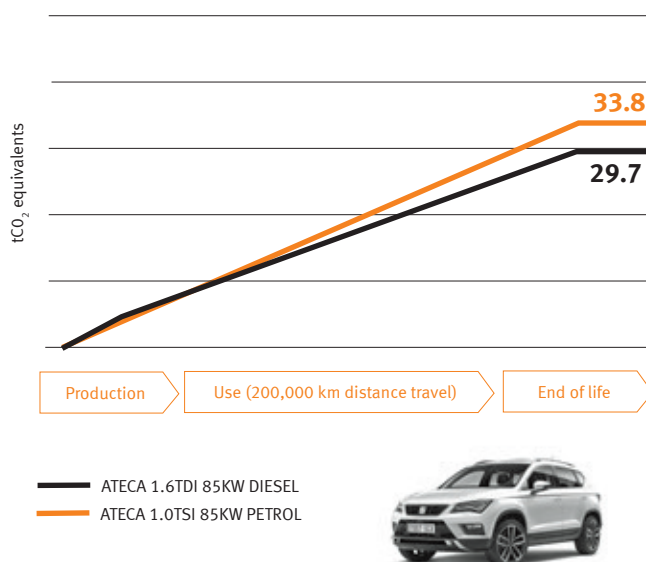
2016 has brought a new member into the SEAT family: the Ateca. Built on a modified MQB-A platform, the Ateca has been designed taking the commitment to the environment into account.

The best tool for measuring a product's environmental impact is the life cycle analysis (LCA). For the Ateca, this study has been performed in accordance with the standards ISO 14040 and ISO 14044 and has been certified by TÜV Rheinland. The analysis covers the entire process of the vehicle, known as "from cradle to grave": the materials and the energy consumption necessary in the phases of production, use (including the supply of fuel and emissions whilst driving) and the end of life treatment (recycling, recovery and landfill disposal).

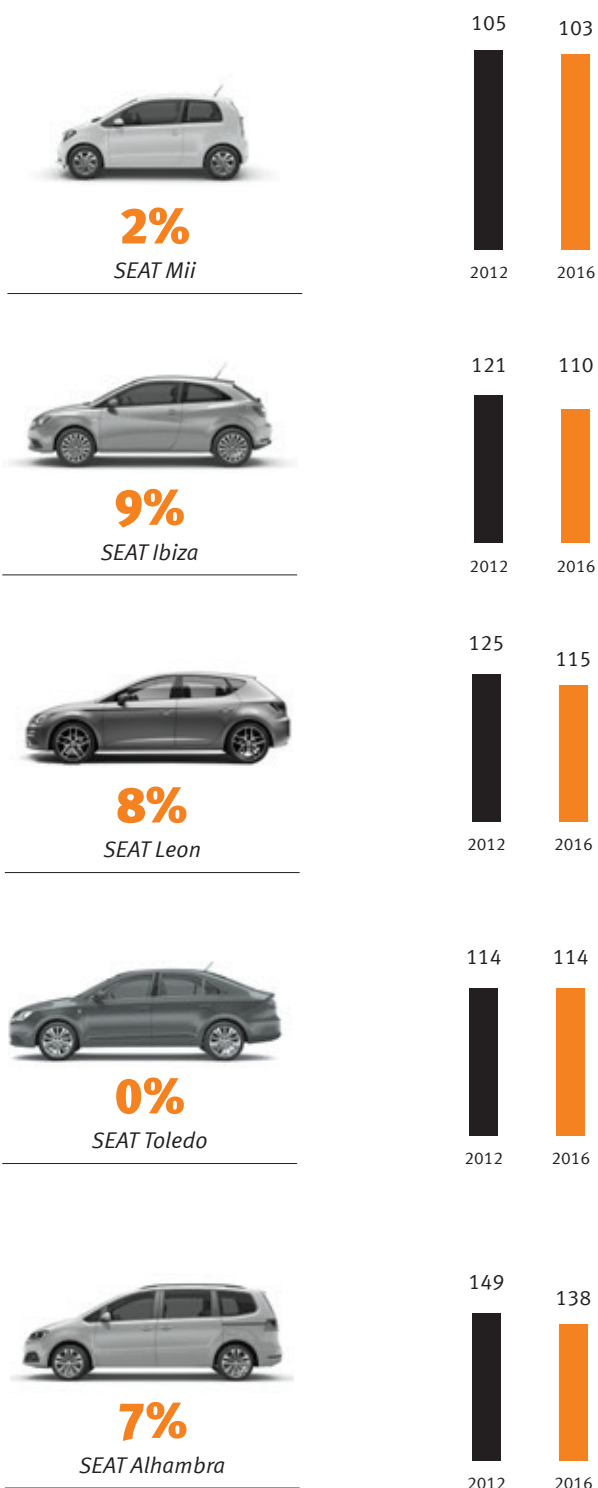
In order to perform this analysis, the data has been obtained in relation to the extraction of raw materials, their consumption and the energy required throughout the vehicle's life cycle. This information is essential for evaluating the most important categories of environmental impact in the automotive sector: greenhouse gases (potential for global warming), photochemical smog (implications for the health of human beings and for ecosystems), acidification (damage to forests, animals, buildings, etc.), depletion of the ozone layer (destruction of the protection against UV radiation) and eutrophication (high production of nutrients and reduction of O<sub>2</sub>).

To make the company more competitive, "eco-innovation" is required, and to achieve this, "eco-designs" are needed. This is why SEAT has certified its vehicle design and development process in accordance with the ISO 14006 standard, which takes environmental aspects into consideration in the development of vehicles. Therefore, since September 2016, SEAT is certified by the TÜV Rheinland in Eco-design and has become the first company to hold the certification in accordance with the ISO 14006 standard in the automotive sector in Spain.

## The greenhouse effect over Life Cycle



## Reduction of average CO<sub>2</sub> emissions in SEAT's range of models (g/km)



## Engines, for the good of the planet

### ECOMOTIVE

The Ecomotive range offers excellent fuel consumption and low emissions. The Ateca can cover 100 km with only 4.3 litres of fuel.

### MOTOR ACT

During low acceleration, the ACT system reduces fuel consumption and reduces emissions by deactivating two cylinders.

### IBIZA ECOTSI

This powerful engine emits only 98 g of CO<sub>2</sub> per km, such that its emissions will always be low.

### LEON TGI

The Leon TGI's 110 HP engine uses compressed natural gas (CNG) and has a range of up to 1,360 km adding together the capacity of the deposit of CNG and of unleaded petrol.

## Compliance with the recycling rates

The recycling and recovery rate is **95%**

