



The Spanish brand SEAT launched its new Ateca series in the reporting period. As the first SUV in the company's history, it made a major contribution to SEAT's record results in 2016.

BUSINESS DEVELOPMENT

2016 saw the SEAT brand unwrap its first-ever SUV. The new Ateca is a combination of distinctive design, dynamic driving fun, urban versatility and high user value. Its efficient petrol and diesel engines have power outputs of between 85 kW (116 PS) and 140 kW (190 PS). The impressive array of special features extends from full-LED headlamps through a variety of assistance systems, such as the innovative Traffic Jam Assist and the new Emergency Assist, to a package of latest-generation infotainment systems with superior connectivity. With its impressive sales figures, the Ateca played a significant role in the brand's success in the reporting year.

SEAT increased deliveries to customers by 2.2% to 409 thousand vehicles in fiscal year 2016. The brand's sales figures increased year-on-year in almost all markets; encouraging growth rates were achieved especially in Germany (+2.5%), Poland (+22.1%), Turkey (+41.5%) and Austria (+12.9%). The Ateca, Leon and Alhambra models were especially popular with customers, recording new sales records.

SEAT sold 548 thousand vehicles in the reporting period, 0.8% more than in the previous year. The Q3 produced for Audi is included in this figure.

SEAT produced 417 thousand vehicles in 2016, up 0.5% on the previous year.

SALES REVENUE AND EARNINGS

SEAT achieved a record sales revenue and operating profit in fiscal year 2016: At €8.9 billion, sales revenue exceeded the prior-year figure by 3.8%. SEAT returned to profit in the reporting year with an operating profit of €153 (–10) million. Cost reductions and improvements in the mix, particularly as a result of the success of the new Ateca, more than compensated for negative exchange rate effects. The SEAT brand's operating return on sales was +1.7 (–0.1)%.

€153 million

Record operating profit in 2016

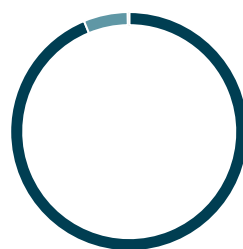
PRODUCTION

Units	2016	2015
Leon	163,228	169,455
Ibiza	149,988	160,451
Ateca	35,833	–
Alhambra	31,214	27,925
Mii	18,720	24,516
Altea/Toledo	18,029	32,729
	417,012	415,076

SEAT BRAND

	2016	2015	%
Deliveries (thousand units)	409	400	+2.2
Vehicle sales	548	544	+0.8
Production	417	415	+0.5
Sales revenue (€ million)	8,894	8,572	+3.8
Operating result	153	–10	x
as % of sales revenue	1.7	–0.1	

Ateca

DELIVERIES BY MARKET
in percent

Europe/Other markets	93.8%
North America	6.0%
South America	0.2%
Asia-Pacific	0.0%