

SEAT sets its sights on Russia

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SEAT has announced the reinforcement of its presence in Russia while strengthening its international expansion plans. The Spanish company, participating in the Moscow Motor Show, has opened a new chapter hand-in-hand with the Volkswagen Group importer to profit from the experience of the company in this market.

So far this year SEAT has doubled the size of its network in Russia, and already has 22 dealerships there, located in Moscow and St. Petersburg, plus other major cities such as Yekaterinburg, Chelyabinsk, Nizhny Novgorod, Kazan and Rostov-on-Don. SEAT will open three new dealerships before the year's end, bringing the total number to 25. The aim of opening further dealerships is to cover most of the regions of the European part of the country.

SEAT President and Executive Committee Chairman James Muir stated Russia is yet another example of company's strategy to open up new markets. He said: "We see great potential for SEAT in markets like Russia. Great design, high quality, outstanding engineering and innovative technology bring something new and fresh to the dynamic Russian automotive market."

"The Moscow Motor Show represents a key stepping stone in the ambitions of SEAT in Russia," Muir concluded.

At the Moscow Motor Show - the country's most important annual automotive industry event - SEAT has announced the growth of the product range in Russia with the start of sales of the Alhambra MPV this autumn. The Alhambra is in addition to the three models currently marketed in Russia: three versions of the Ibiza (3-door SC, 5-door, and ST estate), the Leon hatchback, and the crossover SEAT Altea (<http://www.seat.co.uk/content/uk/brand/en/models/altea/discover.html>) Freetrack, all of which are built at the Martorell plant on the outskirts of Barcelona.

Besides these four models, SEAT is also displaying the IBX, a hybrid crossover concept car than won accolades from the press and public at last year's Geneva Motor Show for its winning combination of design and outstanding versatility.

Since Russia is a priority market for SEAT in both the short- and long-term, it has its own infrastructure in Moscow in charge of rolling out the development plan. Russia is a country with strong growth potential, and which aspires to make itself the largest car market in Europe over the next few years. In 2011 more than 2.6 million cars were sold - a figure beaten only by Germany (almost 3.2 million units) - and sales have grown 14.3% during the first half of 2012, exceeding 1.4 million vehicles.

SEAT exports about four of every five cars it manufactures to 75 different countries. One of its aims is to increase this percentage by opening up new markets, including China, where marketing activities began last April. During the first half of 2012 SEAT has achieved strong growth in Mexico (10,214 cars sold, +20.5%), Algeria (5,191, +150.0%) and Israel (3,787, 85.7%). The company has also improved its deliveries over the same period in such competitive European markets as Germany (28,404, +8.0%), the United Kingdom (19,763, +6.8%) and Switzerland (4,159, +19.4%).

In parallel, this year the Spanish brand finds itself in the full flood of an unprecedented product offensive. Over the next few months the return of the Toledo and the new Leon will be added to the Mii and the new Ibiza, already on sale. Growth in the number of models will enable SEAT to broaden its market coverage and provide it with the optimal basis for continued growth in its export markets.

About SEAT:

SEAT is the only company in its sector with the capacity to design, develop, manufacture and market cars in Spain. As well as a range of new cars, including seven-seater cars

(<http://www.seat.co.uk/content/uk/brand/en/models/alhambra/discover.html>) and the new SEAT Exeo

(<http://www.seat.co.uk/content/uk/brand/en/models/exeo/discover.html>), the company also runs the

Motability (<http://www.seat.co.uk/content/uk/brand/en/motability/home.html>) scheme, a charity that helps people with disability, their parents and carers stay mobile.

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