

# SEAT UK breaks company sales and market share records in 2012

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SEAT UK has enjoyed a record-breaking year, confirmed by the new car sales figures for 2012 from the Society of Motor Manufacturers and Traders (SMMT).

With 38,798 new SEAT cars (<http://www.seat.co.uk/content/uk/brand/en/models/seat-range/seat-range.html>) registered in the UK, 2012 has become the company's best ever year for sales, and one during which it has achieved its biggest ever slice of the overall UK market, with 1.9%.

Those figures both eclipse 2011, itself a record breaking year, and continue the company's upward trajectory over the last five years; since 2008, SEAT has registered unbroken year-on-year sales increases.

The 2012 sales numbers were bolstered by a remarkable performance from the Leon hatchback, which, despite being in its final full year, achieved its second best ever sales tally.

The 13,278 Leon cars (<http://www.seat.co.uk/content/uk/brand/en/company/we-are-seat.html>) registered in 2012 is only a couple of hundred short of the model's best ever sales year across two generations: 2007, when 13,486 left forecourts.

The third generation Leon hits UK roads in March, with order books open now, and with the model's scope due to expand even further in 2013, comprising a five-door hatchback, SC coupe and ST estate, 2007 is very unlikely to remain the model's best year.

The Ibiza continues to be the most popular SEAT overall. Like the Leon, it too enjoyed its second-best year ever in terms of registrations, with 17,786 sold, and it also did so during a year of transition - April 2012 saw the launch of the extensively revised Ibiza.

SEAT UK Managing Director Peter Wyhinny said: "It's remarkable that we've surpassed 2011's record-breaking performance - it's a just reward for the hard work put in by our ever-expanding dealership network during the year, and also indicative of the quality, style and value of our entire model range.

"2012 is a year that's seen our showroom range grow to become the widest and best value we've ever offered, with the introduction of the new SEAT Toledo (<http://www.seat.co.uk/content/uk/brand/en/models/toledo/discover.html>) and a return to the city car segment with the fantastic Mii, both three- and five-door.

"And with further growth in 2013 planned, thanks to the arrival of SC coupe and ST estate versions of the Leon, I can genuinely see 2013 becoming another record-breaking year for SEAT."

About SEAT:

SEAT is the only company in its sector with the full-range capacity to design, develop, manufacture and

market new cars (<http://www.seat.co.uk/content/uk/brand/en.html>) in Spain. A member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), exporting 80% of its vehicles to 75 countries. In 2011 SEAT had a total number of more than 5 billion euros, with overall deliveries amounting to 350,000 units.

SEAT Group employs more than 14,000 professionals at its three production centres in Barcelona- Zona Franca, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza and Leon, amongst other models. Additionally, the company produces the Alhambra in Palmela (Portugal), the Mii in Bratislava (Slovakia) and the new Toledo in Mladá Boleslav (Czech Republic) at Volkswagen Group plants.

The Spanish multinational also has a Technical Center, a "knowledge hub", bringing together more than 900 engineers whose goal is to be the driving force behind innovation for the number one industrial investor in R&D in Spain. In line with its declared commitment to environment protection, SEAT undertakes and bases its core activity on sustainability, namely reduction of CO2 emissions, energy efficiency, as well as recycling and re-use of resources.

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