



SEAT **FOR BUSINESS.**



Driver first.



More than 60 years of expertise and passion. We're committed to offering our best, always keeping the comfort and well-being of our drivers in mind. SEAT's model range brings you dynamic and stylish cars, built with the highest standards and most up to date technology. Cost-effective. Fuel-efficient. Eco-friendly. And an exceptional aftersales service, as well as considerable savings for purchase managers. Are you ready to be our next fleet customer?

Giuseppe Tommaso
Director of International Fleet Sales & Remarketing.

Our global range of cars and product specifications varies from country to country. Please, visit your local SEAT website to know more about the product offer available for you.

01



**Competitive
total cost of
ownership.**

02



**Safety and
technologies
for Business.**

03



TGI Range.

04



**Exclusive
B2B service
network.**

05



**Fleet
portfolio.**

New SEAT Tarraco.
SEAT Ateca.
SEAT Arona.
SEAT Leon range.
SEAT Ibiza.
SEAT Alhambra.

06



**International
framework
agreement.**

07



Micromobility.

08



**A dedicated
team.**

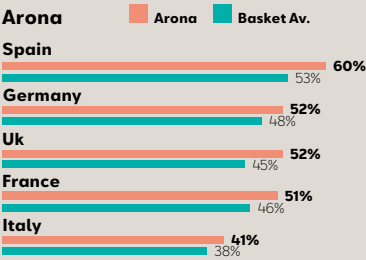
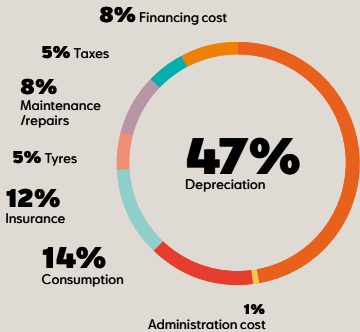
Competitive total cost of ownership.

The road ahead matters.

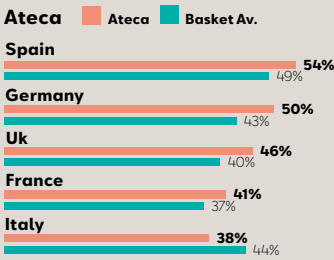
SEATs are cost-effective today – and tomorrow. We offer you some of the lowest costs per kilometre in the industry. Service packages that keep your maintenance expenses low. And optimal residual value, a key component of long-term overhead.

Residual Value corresponds nearly to 50% of TCO. Thus, increasing Residual Value by 1% decreases TCO by 0.5%.

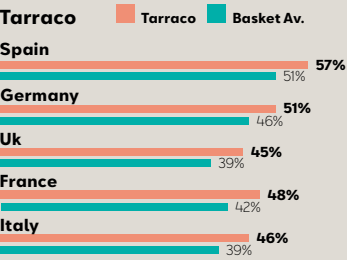
TCO Segmentation by cost.



Arona [Most representative version]. Sources: Autovista Group April 2019 release [RV Forecast for 36 months / 60.000 kms]. CAP April 2019 release for UK [RV Forecast for 36 months / 37.000 miles].



Ateca [Most representative version]. Sources: Autovista Group April 2019 release [RV Forecast for 36 months / 90.000 kms]. CAP April 2019 release for UK [RV Forecast for 36 months / 55.000 miles].



Tarraco [Most representative version]. Sources: Autovista Group April 2019 release [RV Forecast for 36 months / 90.000 kms]. CAP April 2019 release for UK [RV Forecast for 36 months / 55.000 miles].



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Safety and technologies for business.

There's no need to compromise.

Every SEAT comes equipped with state-of-the-art technology.

Safety takes top priority.

- Traffic Jam Assist.
- Pedestrian Protection.
- Lane Assist.
- High Beam Assist.
- Traffic Sign Recognition.
- Emergency Assist.
- Tiredness Recognition System.
- Adaptive Cruise Control.

Smart technology. Smart choice.

- Full Link technology.
- Wireless Charger.
- Rain & Light sensor.
- Keyless entry.
- Digital Cockpit.
- SEAT Drive Profile.
- Top View Camera & Park Assist.
- Hands-Free Electric Boot.



TGI Range.

Eco looks good.

TGI combines petrol and compressed natural gas (CNG). This eco-friendly engine improves efficiency and reduces emissions. The engine is smart, selecting CNG as its main fuel and switching to petrol only when required.

Opportunities.



Lower emissions.

- 25% CO₂ vs. petrol.
- Sustainable Fuel (according to EU).



Best TCO.

- 22% vs. HEV.
- 18% vs. petrol.
- 7% vs. BEV.



VW Group.

Market leadership.
Portfolio & Technology.
SEAT Center of Technology.



Renewable gas.

Further improvement of
CO₂ balance vs. fossil fuels.
Better than renew BEV in lifetin.



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Exclusive B2B service network.

Peace of mind is priceless.



Fixed service prices.
No change in costs
for the contract term.



National call centre.
Assistance at your fingertips.



Comprehensive diagnosis.
Enjoy peace of mind with
thorough inspections
and evaluations.



Flexible plans.
Customise your
maintenance plan to
fit your business needs.



Residual value.
Certified stamps assure the
best residual value of your
vehicle with every visit.



Fleet service advisors.
Experts to assist you
every step along the way.



Dedicated spaces.
Always find a spot at one
of our service centres.



One-stop shop.
Certified service centres
with everything at one
convenient location.



Mobility services.
Courtesy car at your disposal
while your fleet vehicle
undergoes maintenance.

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Fleet portfolio.

There's a match for every business.

A wide range of SEATs for you to choose from.
Whatever size, power or features you're
looking for, this is where you'll find it.

HATCHBACK & ST



SEAT Ibiza



SEAT Leon



SEAT Leon Sportourer ST

SUV



New SEAT Tarraco



SEAT Ateca



SEAT Arona

MPV



SEAT Alhambra

Coming next (2020)



New SEAT Leon PHEV



New SEAT Leon Sportourer ST PHEV



New SEAT Mii electric



SEAT el-Born electric



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New SEAT Tarraco.

Why not now?

The new SEAT Tarraco is the large SUV that gives your business the space it needs to never stop expanding.

Technology highlights.

Space that you design.

Up to 7 seats gives you 700l with 3rd row down or 1775l with 2nd and 3rd row down. With 5 seats version, enjoy 760l of standard capacity or 1920l with rear seats folded.

4Drive.

The 4Drive all-wheel drive system gives you the power to take on any road condition.

Digital Cockpit.

Traffic sign recognition. Navigation maps. Adaptive Cruise Control. Front & Lane Assist. All in one customisable display.

8" screen with Full Link.

With Full Link, you can access your smartphone apps directly from your touchscreen.



Engine type.

Petrol: from 1.4 to 2.0 (from 150 to 190 HP)

Diesel: 2.0 (from 150 to 190 HP)

Gearbox available: manual and DSG

Boot capacity: 760l (5 seats) and 230/700l (7 seats)

Number of seats: 5 or 7 seats





SEAT Ateca.

Your ideal business partner.

Distinctive. Dynamic. Daring. Inside and out, the SEAT Ateca is true style. Every day. Every occasion.

Technology highlights.

4Drive.

The 4Drive all-wheel drive system gives you the power to take on any road condition.

Top View Camera and Park Assist.

With ultrasonic sensors and 360° cameras, you get a total view of every parking spot.

Wireless Charger.

Just place your smartphone on the Wireless Charger and let it charge.

SEAT Drive Profile.

Eco, Sport, Off-Road, Snow, Individual?
The way you want.



Engine type.

Petrol: from 1.0 to 2.0 (from 115 to 190 HP)

Diesel: from 1.6 to 2.0 (from 115 to 190 HP)

Gearbox available: manual and DSG

Boot capacity: 510l - 485l



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SEAT Arona.

The city crossover has arrived.

Say hello to the SEAT Arona. The city crossover built for the bold. An advanced, high-performance engine. Agile. Powerful. Sharp. This is how you take on the world. Are you ready?

Technology highlights.

Keyless system with Heartbeat function.

Unlock and start your Arona without ever taking your keys out of your pocket.

Rain & Light sensors.

These smart sensors automatically detect when to switch on your windscreen wipers or dip your headlights. So you can focus on the path ahead.

Digital Cockpit.

No time for distractions.

Hands-Free Electric Boot.

Thanks to the Virtual Pedal, you can open the boot without lifting a finger.



Engine type.

Petrol: from 1.0 to 1.5 (from 95 to 150 HP)

Diesel: 1.6 (from 95 HP)

CNG: 1.0 (90 HP)

Gearbox available: manual and DSG

Boot capacity: 400 (TGI 282)



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SEAT Leon range.

Use it. Or lose it.

Having it all is easy when you find the right balance. A stylish exterior combined with a spacious interior. Intelligent technology that makes every journey safe yet enjoyable. Excellent efficiency and low total cost of ownership. The SEAT Leon is the ideal car for work and play.

Technology highlights.

Rain and Light sensors.

Raining? The SEAT Leon turns on the wipers for you. Dark? Your Leon knows just how bright your lights should be.

Rear View Camera.

The Rear View Camera helps you always see what's behind you.

Digital Cockpit.

All your info, front and centre.

Lane Assist.

Lane Assist puts you back on the right track in case you get out of the road.



Engine type.

Petrol: from 1.0 to 2.0 (from 115 to 290/300* HP)

CNG: 1.5 (130 HP)

Gearbox available: manual and DSG

Boot capacity: 380 l (5D) and 587 l (ST)

* Only for Leon CUPRA Sportourer ST.





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SEAT Ibiza.

The best way forward.

SEAT Ibiza is designed for a better future. To be enjoyed together.

Technology highlights.

Wireless Charger.

Running out of battery should never be a problem. With wireless charging, you're covered.

8" screen.

The 8" touchscreen keeps you fully connected and in control at all times. Look no further.

SEAT Drive Profile.

Drive Profile means every drive in your SEAT Ibiza is exactly how you want it.

Stay safe.

Speed control. Emergency braking. Tiredness recognition. For whatever the road brings you.



Engine type.

Petrol: 1.0 (from 80 to 115 HP)

Diesel: 1.6 (95 HP)

CNG: 1.0 (90 HP)

Gearbox available: manual and DSG

Boot capacity: 355 (TGI 262)





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SEAT Alhambra.

Multi-purpose, award-winning innovation.

The Alhambra has power-operated rear sliding doors, making it simple for passengers to hop in and out. Plus, the power-operated tailgate means you can open the boot space hands-free.

Technology highlights.

Bi-Xenon headlights.

The more you see, the more you know.

Massage seat.

Reaching the spots that other seats can't, for comfortable driving.

Rear USB ports.

Everyone has at least one device nowadays. Now they will always be charged up.

Electric hatch and sliding doors.

Your SEAT Alhambra's power doors will open and close automatically.



Engine type.

Petrol: 1.4 (from 150 HP)

Diesel: 2.0 (from 150 to 177 HP)

Gearbox available: manual and DSG

Boot capacity: 955l (5 seats) and 300l (7 seats)

Number of seats: 5 or 7 seats



Micromobility.

SEAT concept of Micromobility.

What is Micromobility?

It's a term used to describe travel solutions for short distances, usually the first or last mile of a journey. About 60% of car trips worldwide are less than 8 kilometers and could benefit from Micromobility solutions, according to a study of the McKinsey Center for Future Mobility.

Where is it used?

With the major urban centers expansion, 65% of people expected to live in cities by 2040. Creating Micromobility solutions is more than just making a product.

“Cities want to work with companies to find solutions. If you just dump a bunch of scooters on the streets, it's the wrong approach. We are making a lot of effort to work together with local administrations”, says Fabian Simmer, SEAT Digital Officer.



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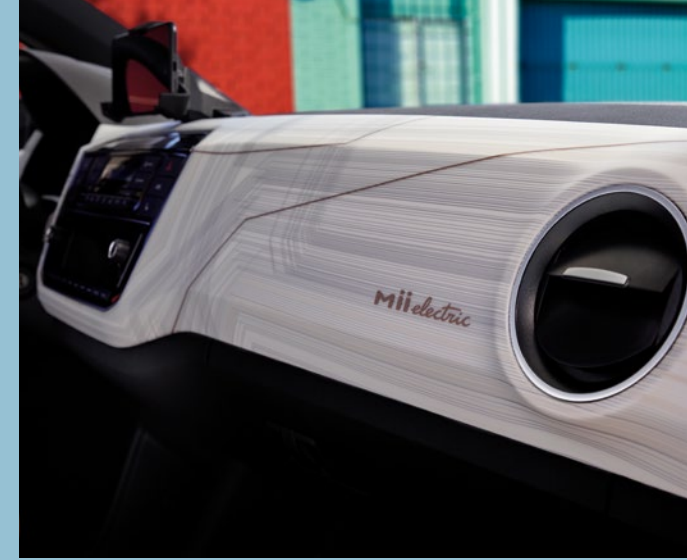
Micromobility.

Micromobility.

How is it used?

Solutions include light weight vehicles that are usually electric, like scooters bikes, and other modes of transportation.

“Micromobility products are important for private customers, but also for sharing operators. For the development of this future generation of products, we are taking into account both stakeholders. Based on the time of the day, they should be able to choose between different means of transportation”, Simmer says.



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Awards.

Above and beyond.

Arona.

- **Red Dot (International):** Product Design 2018
- **Car and Driver (Spain):** Best SUV of 2018

Ateca.

- **Auto Moto (France):** SUV of the Year
- **Autocar (UK):** Autocar Game Changer Award
- **Grupo Automoción Press (Spain):** Renting and Fleet Car of the Year 2017

Leon.

- **What Car? Awards 2018 (UK):** Used Car of the Year

Alhambra.

- **Auto Bild Allard (Germany):** SEAT Alhambra - Leading Import in the Category All-wheel Vans
- **AUTOStraßenverkehr (Germany):** SEAT Alhambra - Family Car of the Year 2017

Ibiza.

- **Auto Express (UK):** Auto Express New Car Awards Winner
- **Parkers (UK):** Best First Car Winner Parkers New Car Awards 2018
- **ABC (Spain):** Best Car of the Year 2018

SEAT as a company.

- **Top Employers Institute (Spain):** Best company to work for in Spain
- **Barcelona International Logistics and Handling Show (Spain):** SIL Award for Efficient Logistics and Technological Innovation
- **Technical University of Berlin and the Technical University of Aachen (International):** Manufacturing Excellence Award
- **Autobest (International):** Smartbest 2017



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International framework agreement.

You can have it all.

You'll also enjoy the advantages offered by Volkswagen Group Fleet International. This includes a comprehensive range of financial services, as well as the Group's wide variety of vehicles. From motorcycles and cars to trucks and buses, they all come with international framework agreements managed by our international account managers present in over 75 countries worldwide. Want to be a SEAT exclusive customer? You have the option of signing that same agreement.

"Our team is young. Because of the dynamic lines and popularity of the SEAT Leon among young and mid-aged adults, they were very excited we chose it as our fleet. Once they got into the car, they were amazed by its technology and quality. SEAT even prepared a video tutorial explaining how to use the technology in full. A couple of weeks later, we received a lot of thank you emails from our employees."

Abdi Ibrahim



Proud of our numbers.



Improvement of 254 millions euros over 2018.



+33.4% investments over 2018.



69% increase in deliveries from 2014 to 2018.

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SEAT, a global brand

Main markets for sales distribution to final customers in 2018

77 countries

Total sales to final customers in 2018
517.627

2017 468.431
2018 517.627

01 Germany
114.155

02 Spain
107.688

03 United Kingdom
62.871

04 France
31.797

06 Italy
20.045

07 Algeria
18.511

08 Austria
18.450

09 Poland
11.934

10 Switzerland
10.673

05 Mexico
23.067

Rest of the countries

Albania
Andorra
Angola
Saudi Arabia
Bahrain
Belgium
Bosnia-Herzegovina
Bulgaria
Cape Verde
China
Cyprus
Colombia
Ivory Coast
Croatia
Cuba
Curacao
Denmark
Egypt
United Arab Emirates
Slovakia
Slovenia
Estonia

Finland
Georgia
Greece
Guadalupe
Guatemala
French Guiana
Hungary
Ireland
Reunion Island
Israel
Jordan
Kuwait
Latvia
Lebanon
Libya
Lithuania
Luxemburg
Macedonia
Malta
Morocco
Martinique
Norway
New Zealand

Oman
Netherlands
Palestine
Peru
Portugal
Qatar
Czech Republic
Republic of Azerbaijan
Republic of Mauritius
Republic of Moldova
Dominican Republic
Romania
Serbia
Singapore
Syria
Sweden
Tunisia
Turkey
Ukraine
Uruguay
Venezuela
Yemen

A dedicated team.

We're ready when you are.

G. TOMMASO

Director of International Fleet Sales
& Remarketing
Giuseppe.tommaso@seat.es

R. BETESH

Fleet & Remarketing Regional Steering
Ron.betesh@seat.es

D. MARTINS

International Key Account Development
Diego.martins@seat.es

D. SCHESSLER

International Key Account Development
Daniel.schessler@seat.es

P. ZIN

International Key Account Manager
Pawel.zin@seat.es



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AUSTRIA

Timo Sommerauer
Sales Director SEAT
timo.sommerauer@seat.at
+43 6649673082

BELGIUM

Brigitte Goossens
Fleet Sales Manager
brigitte.goossens@dieteren.be
+32 491167178

CZECH REPUBLIC

Petr Schmidt
Corporate Sales Manager
petr.schmidt@porsche.co.cz
+420 251 033 843

DENMARK

Tina Skovlund Christensen
Area Manager & Fleet
tict@seat.dk
+45 42 16 16 31

FINLAND, ESTONIA AND LATVIA

Pekka Lehtonen
Sales Manager
pekka.lehtonen@seat.fi
+358 40 595 4322

FRANCE

François Larher
Head of Fleet Sales and UC
francois.larher@seat.fr
+33 03 23 73 56 03

GERMANY

Christian Voss
Head of Fleet Sales
firmenkunden@seat.de
+49 6150 1855500

GREECE

Harris Dandouras
Commercial Director
hdandouras@seat.gr
+30 210 6263071

HUNGARY

Blaskó Mihály
SEAT Fleet Representative
mblasko@porsche.hu
+36 1 4515 185

IRELAND

Carlos Bermejo
Head of Sales
carlos.bermejo@seat.ie
+353 1 898 9781

ITALY

Giovanni Malesani
Directtore Group Fleet Sales & Remarketing
giovanni.malesani@volkswagengroup.it
+39 348 3107 784

ISRAEL

Sarit Goldferb
Head of Fleet Sales
saritg@CHAMP.CO.IL
+972 54 7720420

LUXEMBURG

Guillaume Bour
SEAT Fleet Manager
guillaume.Bour@losch.lu
+352 261212 5626

MEXICO

Julio Alberto Ayala Hernández
Fleet and Used Cars Specialist
julio.ayala@seat.mx
+52 222 2309143

NETHERLANDS

Hans van der Plas
Sales Manager Pon Business
Mobility
Ehans.van.der.plas@pon.com
+31 612 662 868

POLAND

Damian Nowicki
Sales Director SEAT & CUPRA
damian.nowicki@seat-auto.pl
+48 690 406 062

PORTUGAL

João Duarte
Special Sales Manager
joao.jesus.duarte@seatportugal.pt
+351 939 918 923

ROMANIA

Horatiu Moldovan
Brand Manager
horatiu.moldovan@porsche.ro
+40 21 208 37 90

SERBIA

Dragan Prljincević
Brand Manager
dragan.prljinkevici@porsche.rs
+381 63 489 830

SLOVAKIA

Marek Brejka
Fleet Manager
marek.brejka@porsche.sk
+421 (2) 492 62 615

SPAIN

Daniel Sáenz De Buruaga
Head of Leasing
and corporate department
daniel.saenz-de-buraga@seat.es
+34 682385634

SWEDEN

Marcus Akmal
Head of Fleet & Remarketing
marcus.akmal@seat.se
+46 8 553 866 07

SWITZERLAND

Ulrike Bollinger
Fleet Manager SEAT
ulrike.bollinger@amag.ch
+41 56 484 66 09

TURKEY

Firat Özen
SEAT Sales- Field
and Fleet Sales Manager
fozen@seat.com.tr
+90 262 676 90 90

UK

Peter McDonald
Head of Business Sales
peter.mcdonald@seatcars.co.uk
+44 (0)800 975 7844

UKRAINE

Iryna Ostapovych
Brand Manager SEAT
iryna.ostapovych@seat.ua
+380 /44/ 492 97 27-1100

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