

SEAT S.A. deliveries increase by 35% in 2023, driven by record CUPRA growth

- Boosted by success of both CUPRA and SEAT, the company delivered 519,200 cars
- CUPRA hits all-time record with 230,700 deliveries in 2023, a 50.9% increase on the previous year
- The unconventional challenger brand has delivered almost 530,000 cars since its launch in 2018
- The SEAT brand is back to growth with 288,400 deliveries, up 24.0% compared to 2022
- Increased demand and supply chain stabilisation in 2023 resulted in significant sales growth for both brands

Martorell, 10/01/2024. SEAT S.A. achieved its second highest sales volume in history in 2023, boosted by the success of both the SEAT and CUPRA brands. In total, the company delivered 519,200 cars (2022: 385,600), rising 34.6% on the previous year, proving SEAT S.A.'s strength as it makes the transition towards electrification.

CUPRA once again broke records with 230,700 deliveries, up 50.9% compared to 2022 (152,900). The easing of supply chain shortages led to increased production and double-digit growth for the SEAT brand which delivered 288,400 vehicles (2022: 232,700; +24.0%). Furthermore, SEAT and CUPRA deliveries reached 47,200 in the final month of the year, marking the best December results in the company's history.

According to Wayne Griffiths, CEO of SEAT and CUPRA, **“these delivery figures show that SEAT S.A. has the right strategy in place with both its brands: CUPRA’s record-breaking results and the SEAT brand’s return to growth also prove that we are managing to overcome the difficulties we have faced over the last few years, such as COVID-19 and supply shortages. Despite the current difficult economic environment, we look to the future with real optimism.”**

Germany continues to be SEAT S.A.'s leading market with 129,100 vehicles delivered, a 22.6% increase on 2022 (105,300) and reaching a record market share of 4.5%. Spain held its position as the company's second-largest market with 79,200 cars sold, 26.0% more than the previous year (62,900), followed by the United Kingdom, with 57,800 sold, 58.1% more than 2022 (36,600). Sales in France reached 33,100, 53.9% more (21,500), while deliveries in Italy grew by 25.1% from 25,300 to 31,600, achieving a best-ever market share of 2.0%.

Beyond the top five European markets, SEAT S.A. surpassed the 20,000-car delivery barrier in Mexico (21,200; +77.9%), Turkey (20,800; +133.3%) and Austria (20,200; +24.5%), which

recorded both its best-ever deliveries and market share (8.5%). Deliveries reached a record 14,300 (+82.0%) in Poland, while the company also hit an all-time high in Denmark with sales of 9,500 (+87.5%) and market share of 5.4%.

2023: An historic year for CUPRA

CUPRA reached a new milestone in 2023, with 528,000 cars delivered since its launch in 2018. The CUPRA Formentor remains the company's bestseller and best-selling A CUV in Europe. With 120,100 deliveries worldwide, sales were up 23.0% compared to 2022 (97,600). CUPRA's second most popular model, the all-electric CUPRA Born, delivered 45,300 units, with growth of 44.4% compared to the year before (31,400).

CUPRA reinforced its position as one of Europe's fastest growing automotive brands through its strong performance in key markets. Germany remains CUPRA's biggest market (72,300 units sold; 23.8% higher than 2022), followed by the UK (25,700; +78.5%). Spain (19,600; +43.0%), Italy (17,100; +50.9%) and France (15,100; +97.6%) also showed strong growth, followed by Poland (9,200; +197.6%) and Austria (7,600; +40.7%). CUPRA is also increasingly striking a chord in other countries with deliveries up in Turkey (10,000; +258.3%), Mexico (6,500; +51.8%) and Australia (3,800; +238.1%).

2023 was an historic year for CUPRA. The brand premiered its first all-electric SUV, the CUPRA Tavascan, which is set for release later this year. The brand also showed its new concept car, the CUPRA DarkRebel, which represents the maximum expression of CUPRA design. At the same time, the brand continued to expand its unique CUPRA City Garage network with new openings in iconic locations in Berlin and Paris.

The SEAT brand returns to growth

2023 was a year of significant growth for the SEAT brand. The SEAT Arona maintained its position as the brand's best-selling model with 89,000 units delivered, (2022: 71,000; +25.3%), followed by the SEAT Ibiza (77,700; +51.5% | 2022: 51,300), and the SEAT Ateca (66,800; +38.5% | 2022: 48,200).

SEAT strengthened its relevance in Spain, which is the brand's largest market, with 59,700 vehicles delivered, up 21.2% compared to the previous year. Germany (56,800; +21.2%), the UK (32,100; +44.8%), and France (18,100; +30.0%) also showed great growth, while Mexico rounded out the Top 5 markets (14,600; +92.6%).

“Together, CUPRA and SEAT provide a powerful combination that offers the best of both worlds to consumers in this moment of transformation in the automotive industry,” said Kai Vogler, Executive Vice-President for Sales & Marketing. **“At SEAT S.A., we will continue to serve customers across the board, with plans in place to provide a full range of choices for drivers, from the most efficient traditional combustion engines to**

100% electric vehicles.”

The best of both worlds

Overall, 2023 saw a sharp increase in global production with 534,257 SEAT and CUPRA cars manufactured, up 27.1% compared to the previous year (420,190). Production at the company’s Martorell plant –including Audi A1– increased by 20.9% to 443,443 (2022: 366,764) thanks largely to an improvement in supply chain shortages.

As SEAT S.A. looks to the future, 2024 promises to be a busy year full of significant milestones as it continues to lay the groundwork for the biggest transformation in the company’s history, making the transition towards electrification and reinventing mobility for a new age. Highlights include the 40th Anniversary of the SEAT Ibiza and the premiere of the CUPRA Terramar. The world premieres of the facelifted CUPRA Leon and the Formentor, along with the debut of the CUPRA Born VZ, will further diversify the brand’s portfolio. Investment in CUPRA’s global expansion is also set to continue with the opening of new CUPRA City Garages in Madrid, Manchester, Vienna and Istanbul.

Sales figures*

	2023	2022	
SEAT S.A.	519,200	385,600	+34.6%
SEAT (brand)	288,400	232,700	+24.0%
CUPRA (brand)	230,700	152,900	+50.9%

*rounded figures

SEAT S.A. is the only company that designs, develops, manufactures and markets cars in Spain. A member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona) and sells vehicles under the CUPRA and SEAT brands.

SEAT S.A. exports more than 80% of its vehicles and is present in more than 70 countries. The company employs over 14,000 professionals and has three production centres – Martorell, El Prat de Llobregat and Barcelona, where it manufactures the SEAT Ibiza, SEAT Arona, Leon family and the CUPRA Formentor. Additionally, SEAT S.A. produces the CUPRA Born and the SEAT Tarraco in Germany and the Ateca family in the Czech Republic. SEAT MÓ is the company’s business unit that covers urban mobility products and solutions, while its operating centres also include SEAT CODE, a software development hub, and CASA SEAT, located in the heart of Barcelona.

The company is playing a leading role in turning Spain into an EV hub in Europe. Through the Future: Fast Forward project, SEAT S.A., the Volkswagen Group, PowerCo and their partners are investing 10 billion euros into the electrification of the country.

SEAT S.A. Communications



Ezequiel Avilés

Strategic Communications & Reputation
M/ +34 646 303 738
ezequiel.aviles@seat.es



Owen Prowel

Strategic Communications & Reputation
M/ +34 6183 157 186
owen.prowel@seat.es



SEAT Mediacenter