Seat UK Appoints New National Fleet Sales Manager

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SEAT has appointed Jason Coleman as National Fleet Sales Manager, stepping up from his former role as Area Sales Manager.

Jason's promotion is expected to help drive SEAT fleet sales forward, specifically targeting growth in medium to large fleets which helped spearhead its sales success in 2014 in which the Leon achieved volume growth of 80% – the biggest increase of any car in the lower-medium segment.

The appointment comes after a successful period of nearly two years with the firm. Jason's previous roles have included successful stints at the Sytner Group, where he managed corporate sales for a year, Mercedes-Benz and Allied Bakeries, as a key account executive within the bread industry.

Jason commented: "It is fantastic to be part of this brand, as we're continuing our momentum in terms of developing a strong foothold in fleet with a compelling product portfolio including some of the best performers in their class in terms of quality and cost. With a line-up of vehicles like this at our disposal, we are determined to continue to build sales volumes and market share in preparation for the introduction of an SUV in 2016.

"Supporting our ambitious fleet sales growth plans, the just announced New Ibiza and New Alhambra will join two new Leon derivatives – the ST CUPRA and four-wheel drive X-PERIENCE – in our model lineup, allowing the brand to appeal to an even more diverse range of fleet customers."

Managing a team of seven, he will be based at the SEAT UK headquarters in Milton Keynes for up to two days a week; the rest of his time will be spent with his team stationed around the UK.

Jason is married with two young children. In his spare time, he enjoys cycling, cooking, travelling and spending time with his family.

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SEAT is the only company in its sector with the full-range capacity to design, develop, manufacture and market cars in Spain. A member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), exporting more than 80% of its vehicles, and is present in 75 countries. In 2014 SEAT's invoicing totalled almost 7.5 billion euros, the highest figure it its history, with worldwide sales of 390,500 units.

SEAT Group employs 14,000 professionals at its three production centres – Barcelona, 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 Toledo in Mladá Boleslav (Czech Republic).

The Spanish multinational also has a Technical Centre, which celebrates its 40th anniversary in 2015. This 'knowledge hub', bringing together 900 engineers, aims 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 environmental protection, SEAT undertakes and bases its core activity on sustainability, namely reduction of CO2emissions, energy efficiency, as well as recycling and re-use of resources.

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