

## FLEET CUSTOMER COMMITMENT

Confidential information for Fleet Operators only



For 2012 there are even more reasons to choose SEAT for your fleet vehicles – and their routine servicing and maintenance requirements.

Our dynamic, sporty range of beautifully designed cars already includes some of the greenest, most cost-efficient vehicles on the road and is now complemented by our exciting new city car, the Mii. So SEAT continues to cater for every business user’s needs, while standing out from the corporate crowd.

We’re serious about the high quality of service you can expect from our Fleet Service Partners and want you to be sure that the SEAT network is the best choice for your fleet. So every Fleet Service Partner has signed up to 12 Fleet Customer Commitment Standards detailed in this brochure.

This year we’ve also introduced a new pricing structure to help you stay in control of your fleet maintenance budgeting. There are competitive maximum labour rates for each of four regions, plus you won’t pay more than £7.50 for a litre of fully synthetic oil or £35 for an MOT with any of our Fleet Service Partners.

Complementing the service you receive from our network, our fleet support team is dedicated to delivering unrivalled levels of customer care to our fleet operators. We are committed to best practice initiatives and making it easy for you to do business with us – and believe our customer service and support are industry-leading.

We hope you agree that our fleet offering really does set us apart and look forward to welcoming your drivers into our network.

Nigel Griggs  
Head of Aftersales  
SEAT UK



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YOU KNOW WHERE YOU ARE WITH OUR FLEET CUSTOMER COMMITMENT

The SEAT Fleet Customer Commitment delivers consistency in service standards to our fleet customers. And now our pricing structure means you really know where you are with maintenance budgeting too.

We’ve introduced a maximum labour rate for each of four regions, plus you won’t pay more than £7.50 for a litre of oil or £35 for an MOT.

Maximum regional hourly labour rates

London	South East	Midlands and South Wales	Scotland, Northern Ireland, South West, North Wales and Northern England
£62	£59	£56	£54

With the SEAT Fleet Customer Commitment fleet operators can rely on competitively priced routine servicing and common maintenance operations from our network of more than 120 participating Fleet Service Partners. They all adhere to a common set of standards, ensuring your drivers receive a high quality, personalised service – each and every time.

You can expect high levels of technical competence from SEAT-trained technicians with well-equipped facilities and state-of-the-art fault diagnosis systems. We genuinely believe that our customer-focused service delivery combined with our new maximum prices means there is no better choice for servicing and maintaining your fleet.

Dedicated support

We have a specialist team dedicated to the needs of our fleet customers.

If you’re operating a major fleet that includes SEAT models your experienced aftersales account manager Perry Clarke provides a link between you and SEAT head office, giving you all the advice, support and assistance you need on servicing and maintenance.

You can also call your fleet customer relations manager Simon Ackroyd for a solution to any general enquiries or issues. Simon works closely with you and SEAT Fleet Service Partners to ensure a smooth, efficient service for our fleet customers.

Perry, Simon and their teams are fully trained in the area of fleet and business operations and aim to give you and your drivers the very best support. They value our fleet operators’ input and involvement to ensure we meet your drivers’ requirements and will always help resolve any issues efficiently and effectively.



Perry Clarke



Simon Ackroyd

The fleet support team is always willing to listen to any concerns you or a driver may have and they will use their excellent problem-solving skills to provide a fair and reasonable solution. They are more than happy to help you with any of the following areas:

- Driver-related issues
- Fleet Service Partner issues
- Warranty queries
- Parts concerns
- Requests for goodwill gestures
- Product-related issues

0500 222 224





SERVICE STANDARDS

SEAT Fleet Service Partners are committed to providing the highest levels of service. They understand that you want your drivers and their vehicles where they belong – on the road – and our range of service options has been designed with that aim always in mind.

At SEAT, we want you to feel confident about the quality of service you'll receive – every time you visit our network. That's why, together with our network of Fleet Service Partners, we've devised the 'Fleet Customer Commitment Standards', 12 standards that will be met by the entire network, designed to make it easier for you to manage your fleet. For 2012 we've added extra benefits to these standards like introducing our maximum pricing structure, making jobs under 0.2 hour free of charge, guaranteeing a fast response to breakdowns and increasing the availability of courtesy cars.

And, in addition to this, when you come to any Fleet Service Partner, your drivers will be getting something they can't get anywhere else: the official SEAT stamp in the service book.

When you make a booking for any of our all-inclusive, maximum-price services or maintenance work, your Fleet Service Partner will discuss the various options with you to ensure that your needs are met in the most appropriate manner. We've detailed the full range of options on pages 10 to 13. This should cover most eventualities but, of course, your Fleet Service Partner will be happy to discuss individual requirements.

For details of your nearest Fleet Service Partner visit [www.seat.co.uk](http://www.seat.co.uk)

Free Vehicle Health Check

We want to provide you with complete reassurance that your fleet vehicles are always in the best condition for the road. Irrespective of the service regime your drivers are following, your chosen Fleet Service Partner is committed to carrying out a free-of-charge Vehicle Health Check, recommended every 12 months.

This free safety check provides a written report detailing the visual condition of the vehicle and highlighting key items that may require replacement such as tyres, brake pads and discs, exhausts and suspension items.



FLEET CUSTOMER COMMITMENT STANDARDS

Every Fleet Service Partner has committed to deliver the following:

- 1

**Clear upfront pricing**

There are no hidden costs. Put simply, the price we quote is the price you pay. There are maximum labour rates for each of four regions, plus you won't pay more than £7.50 for a litre of fully synthetic oil or £35 for an MOT. Jobs that take under 0.2 of an hour – such as fitting wiper blades during a service – are free and we don't charge for sundries.
- 2

**Lead times**

We'll book your car in with a lead time of no longer than three working days. Priority booking will be available for all emergency or safety-related work. We'll investigate and report back on breakdowns within 24 hours with a maximum lead time of three days – or five days with a courtesy car.
- 3

**Guaranteed response times**

To ensure the swift administration of your booking requests, we'll respond to your enquiry via the 1Link system within 50 minutes.
- 4

**Collection and delivery**

Customers may have their vehicles collected and delivered – or book a courtesy car. With the collection and delivery service we'll agree a mutually convenient lead time with your driver.
- 5

**Onward mobility**

If we need to keep the vehicle overnight, we'll make a courtesy car available. We can provide insurance cover and will be pleased to advise you of the terms. Alternatively, we can drop customers off at a local station or place of work if this is more convenient.
- 6

**While you wait**

We're happy to assist any customer who chooses to wait for their vehicle while work is being carried out. Free WiFi access is available in all Service Receptions.
- 7

**Fit genuine**

We only fit genuine SEAT parts for every job.
- 8

**Service wash**

We'll wash and vacuum the vehicle free of charge after every visit.
- 9

**Make booking**

For added convenience, we'll help plan the next service booking.
- 10

**Bulbs and blades**

We'll fit wiper blades and rear exterior bulbs for free when they're purchased from us.
- 11

**Vehicle Health Check**

We'll carry out a free Vehicle Health Check on each vehicle.
- 12

**Personal service**

We'll provide a named Fleet Aftersales point of contact.



If you'd like to find out more about the quality of service offered by SEAT dealers, please refer to our Customer Satisfaction Index at [www.seat.co.uk](http://www.seat.co.uk)



FLEET SERVICE PARTNERS

SEAT-trained technicians work on SEAT vehicles every day across the UK. No one knows them better. Familiarity with the product range means we can detect, diagnose and repair problems quickly, ensuring your vehicles are soon back where they belong – on the road.

With well-equipped facilities and the latest state-of-the-art fault diagnosis systems and software available, there is no better choice for servicing and maintaining your vehicles.

Expert fault diagnosis

State-of-the-art diagnostic hardware and software ensure our Fleet Service Partners have excellent first-time-fix capability. As a network we ensure that the diagnostics software we use is industry-leading.

Our latest diagnostics software development is designed to save the technician time and make each and every job easier to diagnose, increasing the efficiency of every Fleet Service Partner.

SEAT-trained technicians

People development is right at the heart of the SEAT brand.

Through our flagship National Learning Centre in Milton Keynes and various online learning platforms, all Fleet Service Partner employees can participate in relevant training programmes.

You can be sure that the technician working on your SEAT has been trained to the very highest level.

Technical support and expertise

Every now and then, no matter how experienced the technicians involved, some jobs will need some assistance that only SEAT can provide.

Our Fleet Service Partners have access to a wealth of technical information and are able to interface directly with a dedicated team of experienced specialist technicians who are there specifically to resolve Fleet Service Partner enquiries.

If the Fleet Service Partner needs additional help with the most complicated one-off jobs, that information is available to ensure your vehicle is repaired quickly and efficiently and back on the road as soon as possible.

SEAT original parts

Fleet Service Partners only ever fit genuine parts. Designed, manufactured and fully tested for performance and safety, every SEAT original part comes complete with a two-year parts and labour warranty.

**Continual improvement**

We're committed to our network of Fleet Service Partners. The success of the SEAT range of products is reflected by the level of aftersales care available. Consequently, we work hard with our network to ensure every dealer adheres to the highest levels of service quality.

We appoint and regulate all Fleet Service Partners according to the SEAT Service Quality Management System – a comprehensive set of operating standards covering both facilities and processes. We audit every Fleet Service Partner annually to identify and implement any areas of improvement.

SEAT is also committed to the values of the SMMT Code of Practice and all our Fleet Service Partners are signed up to its requirements.

For details of your nearest Fleet Service Partner visit [www.seat.co.uk](http://www.seat.co.uk)





A CHOICE OF SERVICE REGIMES

Routine service and maintenance are essential to ensure ongoing reliability. SEAT has established a structured and consistent service regime for its products. Ongoing technological developments enable us to reduce the maintenance requirements of our vehicles.

We offer two types of service regime:

- Time/distance service regime
- LongLife service regime

The following information should give you an indication of which regime might be more appropriate for a particular driver.

Time/distance service regime

Some SEAT models follow a traditional fixed time and distance service schedule similar to that of other major car manufacturers and should be serviced every 10,000 miles or 12 months, whichever comes soonest.

For most business users this would be on a high mileage principle of an oil change service at 10,000 miles and an inspection service every 12 months or 20,000 miles.

Important – Low annual mileage and exceptional local environment

The service interval information in the Inspection and Maintenance Plan booklet assumes that the vehicle is in regular use. If the annual mileage is low, or driving conditions are arduous, then some modifications to the service instructions may be necessary. If the vehicle is subject to driving conditions in dusty environments or the engine operating temperature seldom reaches normal, additional service operations may be appropriate. This would also apply to constant town driving of a ‘stop-start’ nature.

Cam belts, where fitted, should always be replaced every four years if the mileage-based service change interval has not been reached.

If you are in any doubt, please seek guidance from your Fleet Service Partner.

Time/distance service regime

Element	Vehicle usage
Mileage	Less than 10,000 miles per annum
Journey type	Mainly city/town centre driving/short journeys
Conditions	Frequent cold starts/high engine loading – e.g. frequent hill climbs, vehicle fully loaded, towing
Driving style	Uneconomical e.g. heavy acceleration, heavy braking, constant changes in speed, constant use of high revs, ‘sporty’ driving

Service type	Service intervals
Oil change service	Every 10,000 miles/one year*
Interim service	Every 20,000 miles/two years*
Inspection service	Every 40,000 miles/four years*

\*Whichever occurs soonest.





LongLife service regime

With the LongLife service regime, it's possible for fleet operators to reduce the whole-life costs of the vehicle. It works in accordance with how, where and how much the individual uses their car but essentially longer service intervals mean lower maintenance costs, and lower whole-life costs.

It ensures a vehicle receives the maintenance it needs, when it needs it. On-board sensors continuously monitor the condition of the engine oil in terms of temperature, level and oil degradation. The monitoring system also checks mileage, brake pad wear and battery condition. Using this information, the car's on-board computer calculates its own maintenance interval, providing you with ample warning of a due service via the 'Distance to Service' display.

LongLife service regime

Element	Vehicle usage
Mileage	More than 12,000 miles per annum
Journey type	Motorway and main road driving/on average more than 30 miles per journey/steady speeds
Conditions	Normal engine loading – e.g. little or no towing or hill climbs, normal vehicle loading
Driving style	Moderate acceleration, moderate braking, engine speed mainly below 3000rpm
Service type	Service intervals
Interim service	Flexible to a maximum of 18,000 miles/one year*
Inspection service	Every 40,000 miles/four years*

\*Whichever occurs soonest.

There's the option to revert back to the standard time/distance service regime and many drivers find the predictability of that regime useful. Depending on individual driving style and journey type, one regime may be preferable to the other.

One of the factors that make this kind of service regime possible is the advanced engineering and technology that goes into SEAT engines. For example, high-grade long-life oils are used, designed to withstand ageing and high loads without deterioration. Compared to conventional oils, these advanced formulation oils, which meet our standard 'VW50700', give exceptional levels of engine protection, are kinder to the environment and may offer fuel savings.





SEAT Roadside Assistance

The unexpected sometimes happens so it’s good to know that your drivers are covered in the event of a breakdown or road accident in both the UK and Europe.

Each new SEAT is covered by a dedicated assistance programme called SEAT Roadside Assistance, which offers the best possible advice and practical help in all types of situations.

For a maximum of two years from the date of first registration, SEAT Roadside Assistance aims to get your drivers back on the road as soon as possible. Therefore, if it takes longer than two hours to repair, we’ll offer a replacement car for up to a maximum of three calendar days (depending on the repair time needed). The replacement vehicle includes fully comprehensive insurance and no mileage limitations.

For full terms and conditions, please refer to the Customer Care booklet supplied with the vehicle.

Extend your SEAT Roadside Assistance cover

Third year SEAT Roadside Assistance is available at an additional cost, offering even further peace of mind for your fleet drivers.

Renewals Hotline: **0800 072 3563** (option one).

Frequently asked questions

1. What should a driver do if a radio code is required?

For security purposes drivers can only obtain radio codes through a Fleet Service Partner. Most SEAT vehicles now have additional security recognition features that match the vehicle with the radio so even if a battery were to become discharged, once the battery was recharged, the radio code would be recognised. All security features require the connection of specialist diagnostic machines to link with our factory databases, assuring excellent security levels. In certain situations positive proof of identification and ownership of the vehicle may be required or authorisation obtained from the registered keeper of the vehicle.

2. What about goodwill repair cost contribution?

There may be a situation where a component fails on the cusp of the warranty expiry and goodwill cover is requested. If granted, our Fleet Aftersales team will authorise and make payment to our repairing Fleet Service Partner directly and the resulting invoice to you will be reduced appropriately.

3. What is your complaints procedure?

Our dedicated fleet support team is here to take care of any concern that you wish to raise. However, if you feel that an issue should be reviewed further, the team will be happy to arrange for a manager to contact you.

Alternatively, SEAT UK and its network are subscribers to the SMMT Motor Codes Ltd Code of Practice and if you remain dissatisfied after consultation with SEAT UK, you can write to Motor Codes at: New Car Code Conciliation Service, PO Box 44755, London SW1X 7WU.

4. What should I do if I have a vehicle off the road awaiting parts supply?

Please contact our fleet support team on 0500 222 224. A member of the team will be happy to investigate any parts delay issues you experience and provide you with regular updates. If you have the part details, then please provide these to us. Alternatively, we are happy to speak to the Fleet Service Partner to obtain this information on your behalf.

5. What can you do to help resolve a repeated technical issue?

In the event that a vehicle has returned to a Fleet Service Partner for a repeat issue, we’ll arrange for our Technical Support Department to liaise closely with them until a resolution is found. If a repair can’t be executed in a reasonable timescale, we will arrange for a Master Technician to visit the Fleet Service Partner to investigate and resolve the problem.

6. What should I do if I receive an early termination or vehicle rejection request?

In the event of receiving early termination or vehicle rejections requests please contact the fleet support team on 0500 222 224. We’ll carry out a full review of the circumstances and make a decision on a case-by-case basis.

7. How can the driver secure a hire vehicle in the event of a breakdown if the vehicle is under 12 months old?

In the event of vehicle breakdown, the driver should call SEAT Roadside Assistance on 0800 262 622. They will arrange recovery to the nominated Fleet Service Partner, if a roadside fix can’t be carried out. SEAT Roadside Assistance will then arrange the delivery of a courtesy car for a 72 hour period.

Warranty

All new SEAT cars registered in the UK come with a three-year/60,000 miles warranty, which will rectify the failure of mechanical and electrical components that are caused by a manufacturing defect.

This comprises a two-year manufacturer’s warranty with unlimited mileage plus a further one year/60,000 mile (whichever is soonest) Fleet Service Partner warranty.

If there’s a defect in manufacture or workmanship with your vehicle during the warranty period, any Fleet Service Partner will carry out any remedial work that is required under the warranty free of charge. The replaced parts are covered for the unexpired period of the warranty only.

Normal wear and tear service items are excluded from the warranty cover. If the vehicle has been modified by the addition of accessories or other equipment, we may charge if we need to remove this to carry out a repair. The warranty is not affected by any change of ownership of the vehicle.

Please also note that wheel balancing and wheel alignment will not be carried out under the terms of the warranty, as the frequency with which these are required depends on driving technique and road conditions.

Routine maintenance and servicing are not covered by the warranty. Incidental or consequential losses such as hotel charges, car hire and loss of personal effects or income are not recoverable under the terms of the warranty. Tyres are subject to the warranty applied by the tyre manufacturer and claims for these should be addressed through an authorised agent of the relevant manufacturer.

For general terms and conditions, please refer to the Customer Care booklet supplied with the vehicle and manufacturer vehicle brochures.

Extended Warranty

An Extended Warranty will seamlessly continue the comprehensive mechanical and electrical warranty throughout the fourth year, with unlimited mileage and SEAT Assistance in both the UK and Continental Europe.

Alternatively, if the 60,000 mileage limit is expected to be exceeded within the manufacturer’s warranty period, a mileage extension policy will remove this mileage limitation. This ensures your drivers can enjoy the full comprehensive warranty within the first three years, regardless of the number of miles covered.

Extended Warranty cover includes:

- SEAT Roadside Assistance
- Overnight accommodation (if stranded away from home)
- Peace of mind knowing that all repairs are carried out by SEAT-trained technicians at a Fleet Service Partner

You may purchase an Extended Warranty for subsequent years or higher mileage through a Fleet Service Partner. However, this Extended Warranty must be purchased before the vehicle reaches 60,000 miles. All cover is subject to the car being serviced and maintained according to the manufacturer’s technical guidelines.

SEAT parts and accessories warranty

SEAT parts and accessories supplied after a new vehicle is delivered are covered by the standard two year parts warranty. This warranty is extended to three years on genuine SEAT accessories when they are purchased and fitted prior to delivery.

Group Approved Paint and Body Repairers

When it comes to customer handling, technical equipment, training and bodyshop best practices, there is no better choice for your fleet should any of your vehicles be involved in an accident.

Always ensure SEAT-trained technicians are working on your vehicles. After all, no one knows them better. They’ll fit SEAT original parts and all parts and labour are guaranteed. Keeping your vehicle the way it was built.







## CONTACT

### **Fleet Customer Services**

Telephone	0500 222 224
Email	<a href="mailto:talkto@seatcars.co.uk">talkto@seatcars.co.uk</a>
Address	SEAT UK SEAT Fleet Sales Customer Services Selectapost 37 Sheffield S97 3FG
Opening times	Mon-Fri 9.00-17.30
Website	<a href="http://www.seat.co.uk/businesssales">www.seat.co.uk/businesssales</a>
<b>SEAT Roadside Assistance</b>	0800 262 622/0500 222 222