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Guillermo Fadda, SEAT's new Sales Europe Director

- **He will lead the company's Sales division on the continent through a newly created position**
- **Fadda has 25 years of experience in the Volkswagen Group**
- **The until now Vice-president for Sales and Marketing at Volkswagen Group Argentina is joining SEAT on October 1st**

Guillermo Fadda has been appointed SEAT's new Sales Europe Director, as of 1st October. The executive has been part of the Volkswagen Group since 1995, and until now has been Vice-president for Sales and Marketing at Volkswagen Group Argentina. Fadda is going to head SEAT's European sales division, a newly created position to boost the company's growth in the region, and will report to SEAT Vice-president for Sales and Marketing Wayne Griffiths.

Griffiths underscored that **“with the appointment of Guillermo Fadda in this new position, the company aims to strengthen its development in Europe. In recent years, SEAT and CUPRA have become the fastest growing brands, and since 2015, their market share has increased by more than 30%. I'm convinced that his experience and background in the Volkswagen Group will help give our sales an additional boost.”**

Guillermo Fadda holds a degree in Business Administration and an MBA from ESADE. He has worked for the Volkswagen Group since 1995, when he joined the AUDI brand in Spain. In 2002, he was appointed Marketing Director of AUDI in Spain, a position he held until 2006. Between that year and 2009, he managed the Marketing area of AUDI Italy, and he returned to AUDI Spain in 2009 to take up the position of Sales Director, followed by that of Managing Director from 2013, where he consolidated the brand's leadership in the Spanish premium market. In 2018, Fadda was appointed Vice-president for Sales and Marketing at Volkswagen Group Argentina, a position which involved leading the Sales area which includes Volkswagen (the leading brand in the Argentine market), Volkswagen Commercial Vehicles, AUDI, Ducati and Traton Group.

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SEAT 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), exports 81% of its vehicles, and is present in more than 75 countries. In 2019, SEAT sold 574,100 cars, the highest figure in its 70-year history, posted a profit after tax of 346 million euros and a record turnover of more than 11 billion euros.

In 2019, SEAT allocated 1.259 billion euros to accelerate its investment programme, mainly for the development of new electrified models. In addition, and as part of its commitment to decarbonisation, it invested 27 million euros in sustainable initiatives and is developing Move to Zero, an environmental strategy that aims to make Martorell a zero carbon footprint plant by 2050.

SEAT employs over 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza, Arona and Leon. Additionally, the company produces the Ateca in the Czech Republic, the Tarraco in Germany, the Alhambra in Portugal and the Mii electric, SEAT's first 100% electric car, in Slovakia.