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Fabian Simmer, SEAT's new global Head of Product and Events Communications

- **Simmer will lead this area at a time when the company is mounting its electric offensive**
- **A part of SEAT since 2008, he has worked in the areas of Presidency, Brand Experience and Digitalisation**

Fabian Simmer (Kufstein, Austria, 1983) has been appointed SEAT's new global Head of Product and Events Communications and will report to SEAT General Director of Communications and Institutional Relations Christian Stein.

With a degree in Communications and Public Relations from the European University of Barcelona, Fabian Simmer has developed his professional career in different areas at SEAT, where he began working in the company's Sales and Marketing department in 2008. He later formed part of SEAT's Office of the President, and in 2013 was appointed Head of Brand Experience. Since June of 2016, Simmer has been the company's Digital Officer.

Fabian Simmer's appointment as Head of Product and Events Communications comes at a time when the company is mounting its electric offensive and is set to launch six new electric and hybrid plug-in models by early 2021 with the aim of boosting the most sustainable mobility: the SEAT Mii electric, SEAT el-Born, SEAT Leon PHEV, SEAT Tarraco PHEV, CUPRA Formentor and CUPRA Leon PHEV.

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SEAT is the only company that designs, develops, manufactures and markets cars in Spain. Member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), exporting 80% of its vehicles, and is present in 80 countries on all five continents. In 2018, SEAT sold 517,600 cars, the highest figure in the 68-year history of the brand, posted a profit after tax of 294 million euros and a record turnover of close to 10 billion euros.

The SEAT Group employs more than 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 soon Mii electric production will start in Slovakia.

The multinational has a Technical Centre, which operates as a knowledge hub that brings together 1,000 engineers who are focussed on developing innovation for Spain's largest industrial investor in R&D. SEAT already features the latest connectivity technology in its vehicle range and is currently engaged in the company's global digitalisation process to promote the mobility of the future.