

29/05/2020

Dr. Werner Tietz, new SEAT Vice-president for R&D

- **The former head of Development at Bentley will take up his new position on July 1st**
- **Tietz, an industrial engineer, has worked in the R&D areas of Audi and Porsche and has almost 30 years of experience in the Volkswagen Group**

Dr. Werner Tietz has been appointed new executive Vice-president for Research and Development at SEAT, as of July 1st. The executive, who joined the Volkswagen Group in 1994, was previously head of Development at Bentley. At SEAT, he will replace Axel Andorff, who will transfer to ŠKODA, assuming responsibility for Midsize and MEB Product Line.

Tietz is an engineer from RWTH Aachen University (Germany). Before joining the Volkswagen Group in 1994, he worked on research projects at his university related with plastic materials processing. He held several positions at Audi and was long time responsible for the development of all Audi interiors. In 2011 he transferred to Porsche, where he was responsible for the development of body and interior of all models. He participated as well in the development of the Taycan concept and worked on the introduction of innovative materials in several of the models. From 2018 he was a member of the Bentley executive committee and headed up Development, where he was creating new development strategy and laying the foundations for the electrification of the brand.

SEAT President Carsten Isensee pointed out that **“it’s great news for SEAT to have a manager like Tietz, who has a long track record in some of the Volkswagen Group’s most technologically advanced brands. His experience will certainly contribute to further strengthening SEAT’s commitment to technology and innovation, one of the company’s main assets.”**

The new director will lead SEAT’s innovation projects in a period characterised by the transition to electric mobility and technological advances that enable safer, more efficient driving. SEAT’s R&D Vice-presidency is responsible for the areas of Design, where all of the SEAT and CUPRA brand vehicles are conceptualised, as well as the SEAT Technical Centre, the knowledge hub where more than 1,000 engineers work to develop innovation for cars as well as future mobility solutions. SEAT is Spain’s leading industrial investor. In 2019, it allocated 1.259 billion euros to R&D investments and expenditures.

Press contact

Dirk Steyvers

PR & Content Manager
M +32 476 88 38 95

www.seat-mediacenter.com



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 2019, SEAT sold 574,100 cars, the highest figure in the.

The SEAT Group 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.

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.