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Ignasi Prieto, appointed Global Marketing Director of SEAT and CUPRA

- **He assumes his new position after almost two years as Global Head Marketing at CUPRA**
- **Prieto has 15 years' experience in the automotive industry, in the areas of marketing and advertising**
- **His predecessor, Jason Lusty, takes on new challenges as Head of Volkswagen Group Brand Strategy and Group Marketing**

SEAT S.A. has appointed Ignasi Prieto as new SEAT and CUPRA Global Marketing Director. Prieto will take up his position as of November 1st and will report to Kai Vogler, SEAT S.A. Vice-President for Sales and Marketing, and Antonino Labate, CUPRA Strategy Director. The executive will assume the post previously held by Jason Lusty, who will become Head of Volkswagen Group Brand Strategy and Group Marketing.

Prieto has 15 years of experience in the field of marketing and advertising within the automotive sector. His career at SEAT S.A. started in 2015 as Global Head of Brand Advertising, and after two years in this role, he was appointed as the Global Head of Brand Content, Sponsoring & Social Media of SEAT S.A. In January 2020, he was appointed Global Head of Marketing at CUPRA, a position he has held to date.

Before joining SEAT S.A., he worked for more than 8 years at Nissan Motor Corporation, where he held various positions in advertising, business strategy and customer retail experience. He also has extensive experience as an account executive in communication and advertising agencies such as McCann Erickson, Delvico Bates and TBWA.

“I would like to congratulate Ignasi for his new role as SEAT and CUPRA Global Marketing Director. Over the years he has been a strategic asset in the positioning of the two brands and especially in leveraging awareness for the CUPRA brand. Under his leadership we start a new phase. His commitment and skills will help tremendously to continue growing. It is always a pleasure to recognize and promote internal talent”, said Wayne Griffiths, CEO of SEAT and CUPRA.

Ignasi Prieto graduated and obtained a Masters in Business Administration (MBA) from the Esade Business School in 1998. In addition, he completed a Program of International Management at the University of Illinois Urbana-Champaign.

Griffiths also expressed his gratitude to Jason Lusty for the excellent work developed during the two and a half years spent with SEAT S.A.: **“Jason has brought incredible value in his time at the company and has played a key role strengthening the CUPRA and SEAT brands. I am sure he will also make a great contribution in his new position at the Volkswagen Group”**.

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SEAT S.A.

SEAT S.A. 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), sells vehicles under the CUPRA and SEAT brands, while SEAT MÓ is the business unit that covers urban mobility products and solutions.

SEAT S.A. exports more than 80% of its vehicles, and is present in 75 countries. The company employs over 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the SEAT Ibiza, SEAT Arona, Leon family and the CUPRA Formentor. Additionally, SEAT S.A. produces the Ateca in the Czech Republic, the SEAT Tarraco in Germany and the SEAT Alhambra in Portugal. The company also has the SEAT:CODE software development centre, located in Barcelona.

SEAT S.A. will invest 5 billion euros through to 2025 to develop new models for the two commercial brands, SEAT and CUPRA, and to electrify the range. The company aims to play a relevant role in the electrification of urban electric vehicles, with a special focus on the transformation of the Spanish automotive industry.