



SEAT'S 70th ANNIVERSARY

Press kit

May 2020

It's been 70 years since SEAT was founded on 9 May 1950, the company that put Spain on wheels and helped democratise mobility.

Since then, SEAT's journey has been full of challenges that have made the company what it is today: the only car company that designs, develops and markets vehicles in Spain, the second most productive auto maker country in Europe, and the fourth biggest economy in the Old Continent.





Over the past seven decades, SEAT has undergone a profound transformation and demonstrated a constant capacity for reinvention, which has enabled it to remain a benchmark throughout its history.

Today, SEAT is a success story; it is a solid company that is part of the Volkswagen Group, the world's leading car manufacturer, and a company that is growing and continues to offer mobility solutions to make people's lives easier.



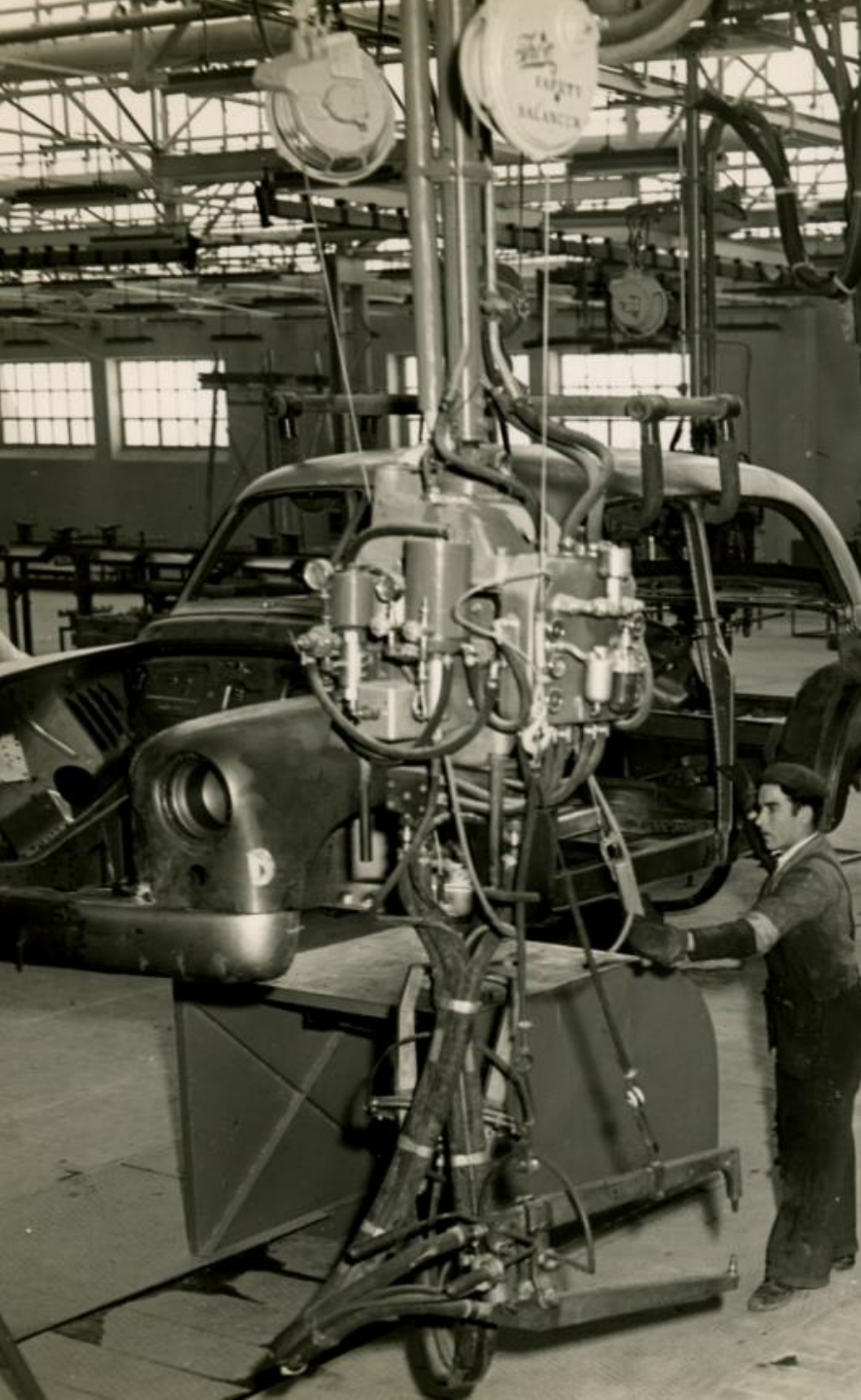
SEAT IN SEVEN DECADES

HOLA, SEAT



SEAT was formally established on 9 May 1950 after an agreement was signed between the National Institute of Industry, with 51% of the share capital (600 million pesetas, which today would be 3.6 million euros); seven large Spanish banks (42%) and the Italian manufacturer Fiat (7%), which provided technical advice and the production licence for its models.

Its evolution since then has been exponential and has enabled it to boost the automotive industry in Spain. Today, SEAT employs more than 15,000 people and has a multiplier effect on the auxiliary industry, generating some 100,000 direct and indirect jobs.



THE 50s

This was the decade when the Treaty of Rome was signed, which marked the birth of the European Economic Community, the foundation of today's European Union. In Spain, the broadcasting of Televisión Española began.

After the company is formally established, SEAT builds its first factory on land in Barcelona's Zona Franca. On 13 November 1953 the new brand's first car rolls off the assembly line: the SEAT 1400.

In 1957, SEAT launches the 600, the icon of the time, which enables Spanish families to enjoy mobility and independence that no car in Spain had ever offered before.

The same year, in 1957, SEAT opens the Apprentice School in Barcelona, where students are still trained today. The school is a benchmark for dual vocational training in Spain and it has trained more than 2,700 professionals to date.



THE 60s

The decade when The Beatles emerged and Apollo XI first took man to the moon.

The 1960s were the years of the iconic SEAT 600, the vehicle that put the country on wheels and shaped an entire generation. The launch signalled the beginning of the mass motorisation stage in Spain. By the summer of 1973, almost 800,000 units had been produced.

In addition, in 1965 the company made its first foreign sale, a SEAT 600, with Colombia as its destination.

This decade also saw the start of mass production of SEAT vehicles, which reached one million units in 1968.



THE 70s

New devices appear such as calculators and Walkmans. Spain experiences a growing purchasing power of society and the number of cars increases at an unstoppable rate.

In 1971, SEAT evolves to become the largest industrial company in Spain, and in 1974, with a turnover of just over one billion dollars, it becomes the eighth largest European car manufacturer with over two million vehicles produced. It also acquires the Landaben facilities in Pamplona, and the Martorell Technical Centre begins operations in 1975.

During this decade, SEAT expands its range with the 133 model, the firm's first original design; the 127, the third best-selling model in the company's history; and the 128, 131 and Ritmo, among others.

Also in the 70s, SEAT begins its link with motorsport, by competing both in circuit and in rallies. Since then, motorsport has always been a key part of SEAT's DNA.



THE 80s (I)

Spain joins the European Economic Community and the Berlin Wall comes down. It was a time of great advances and discoveries like the PC. In addition, artists like the king of pop, Michael Jackson, were at the height of their popularity.

For SEAT, the eighties marked the end of its relationship with Fiat and the beginning of its inclusion in the Volkswagen Group family, starting in 1986. The highlight of the end of the decade was the start of construction of the factory in Martorell, the heart of the company.

THE 80s (II)

SEAT begins naming its cars after Spanish locations, such as Ronda, Malaga and Marbella, as well as the Ibiza in 1984. The latter was very well received and enabled drivers to enjoy a superior vehicle at an affordable price. To this day, it is the best-selling model in the brand's history with almost six million vehicles.

During these years, the company increases its European exports and the SEAT name begins to be synonymous with a car manufacturer with its own personality for the European consumer.



THE 90s (I)

The 1992 Barcelona Olympic Games are held in Spain, a unique opportunity for SEAT, which becomes a collaborating partner and official car supplier to the organisation.

It's also a decade of change for SEAT, and the company name Sociedad Española de Automóviles de Turismo, S.A. is officially changed to SEAT.

1991 sees the launch of the SEAT Toledo, the first SEAT model developed within the Volkswagen Group, thanks to which the brand enters the family car segment.



THE 90s (II)

In 1993 the new SEAT factory in Martorell was inaugurated; it was highly automated and with the latest technological advances applied to the automotive world. The plant was inaugurated after only 34 months of construction work and an investment of 244.5 billion pesetas (1.47 billion euros).

In 1996, the first Cupra version model was born, the Ibiza CUPRA, which in the same year was proclaimed rally world champion.

The decade ended with the debut of a new corporate identity and the presentation of the Leon, the model that signalled SEAT's return to the leading segment of the European market.

One of the company's major vehicles to date, it featured a very attractive, modern, sporty design from the outset, with lines inspired by the Mediterranean. Since its launch, more than 2.3 million units have been sold and it is the brand's second best-selling model.



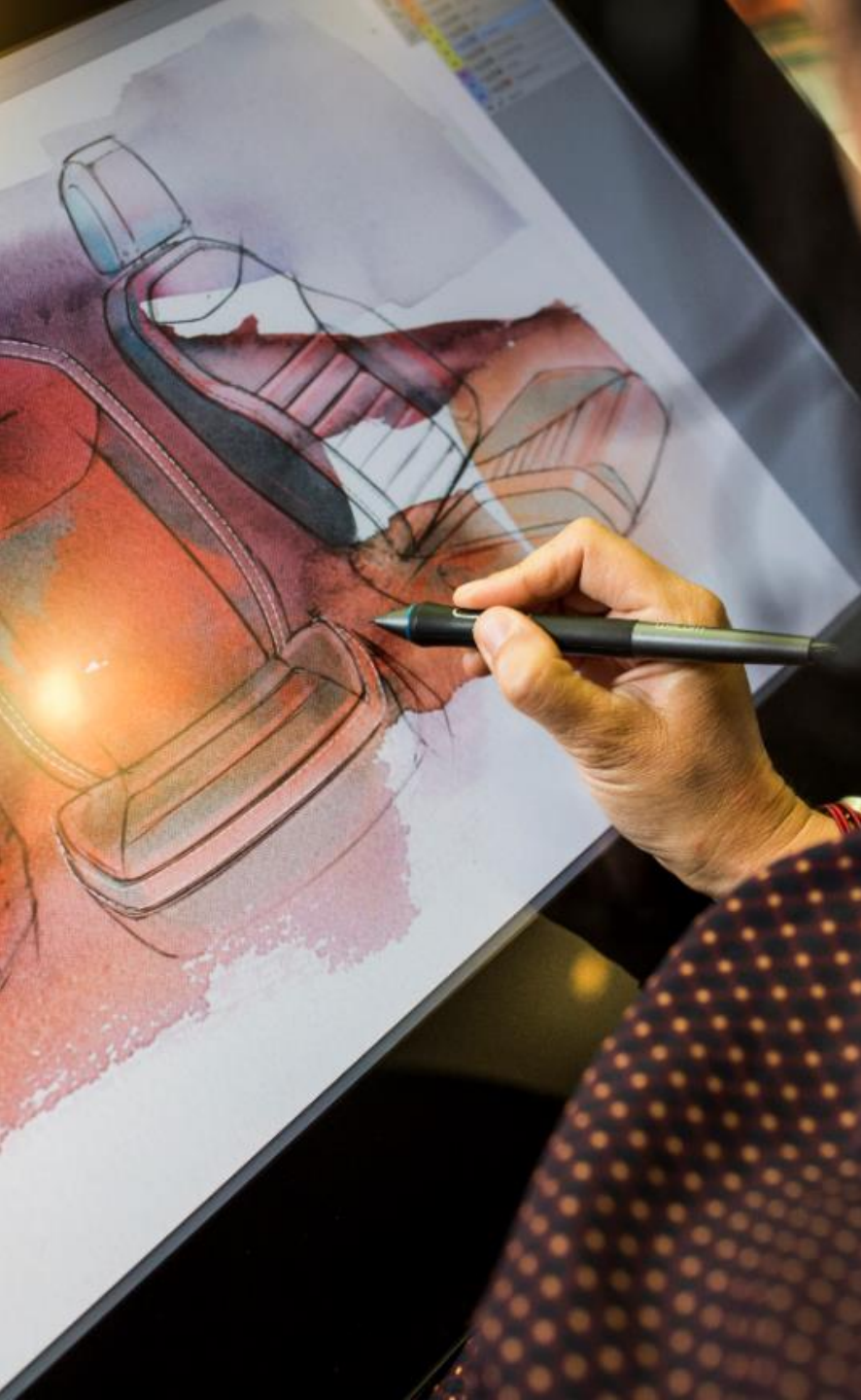


THE 2000s (I)

This decade is marked by the massive introduction of the mobile phone. The arrival of social networks forever changes the way we relate to each other thanks to the massive development of the Internet.

The new millennium begins with the presentation of the Salsa and the Tango, which lay the stylistic foundations for the third generation Ibiza and the second generation Cordoba.

The launch of the SEAT Altea in 2004 inaugurates a new generation of models and marks a turning point in the company's history.



THE 2000s (II)

In 2005 SEAT presents the revamped new generation Leon emphasising its sporty, dynamic features. One year later, the new generation Ibiza is launched.

In 2007, the company opened the new design centre in Martorell, which centralises all design activity at the plant.

In 2008 and 2009, SEAT won the world champion title both for pilots and manufacturer in the World Touring Car championship.

At the end of the decade, SEAT's export commitment is reflected by the opening of a new rail connection that enables around 100,000 vehicles a year to be transported from Martorell to the port of Barcelona.



THE 2010s (I)

This decade is marked by the consolidation of smartphones. Artificial intelligence is becoming more and more important and digitalisation is gaining momentum in the automotive sector, where connectivity is becoming increasingly important.

This is the decade of record results and the change in trend that enables the company to take a qualitative leap forward in all respects, and which starts in 2012 with the long-awaited third generation Leon. For the first time, its reception in the market makes it the brand's best-selling model.

However, starting in 2015, SEAT enters what will be the best stage in its history, with constant growth in recent years. In 2018 and 2019, the company achieves its best financial and commercial results in seven decades.

THE 2010s (II)

From 2016 onwards, SEAT gives the range a boost by entering the SUV segment with the Ateca, Arona and Tarraco. In 2019, the company presents the SEAT Mii electric, its first electric vehicle and the start of its electric offensive.

In 2018, SEAT revitalized its capacity for reinvention and created CUPRA, a unique project that aims to access new markets and a new customer target that will help increase SEAT's contribution margin. The company launches the CUPRA Ateca and unveils the CUPRA Formentor, the first vehicle with 100% CUPRA DNA.

In this decade, SEAT steps up its development, with the ambition of becoming a mobility benchmark and in 2019 is designated as a the Compete Center for the Volkswagen Group in micromobility.





**SEAT,
TODAY**

BUSINESS

11.157 billion euros of turnover in 2019 (+11.7%).

Profit after tax in 2019 of 346 million euros (+17.5%).

15,000+ employees, with more than 1,000 engineers dedicated to R&D.

9.014 billion euros in exports of both vehicles and components, 81% of turnover. It is the country's largest industrial exporter.

1% of Spain's GDP

3% of the country's exports

DEVELOPMENT, PRODUCTION AND COMMERCIALISATION

SEAT Martorell is the factory that produces the most cars in Spain, the second largest vehicle producer in Europe. In 2019, SEAT produced 500,005 cars in Martorell.

1.259 billion euros in investment and R&D expenditure in 2019.

574,078 cars sold in 2019 (+10.9%).

SEAT exports 81% of its vehicles and is present in more than 75 countries.

Spain's leading industrial investor in R&D

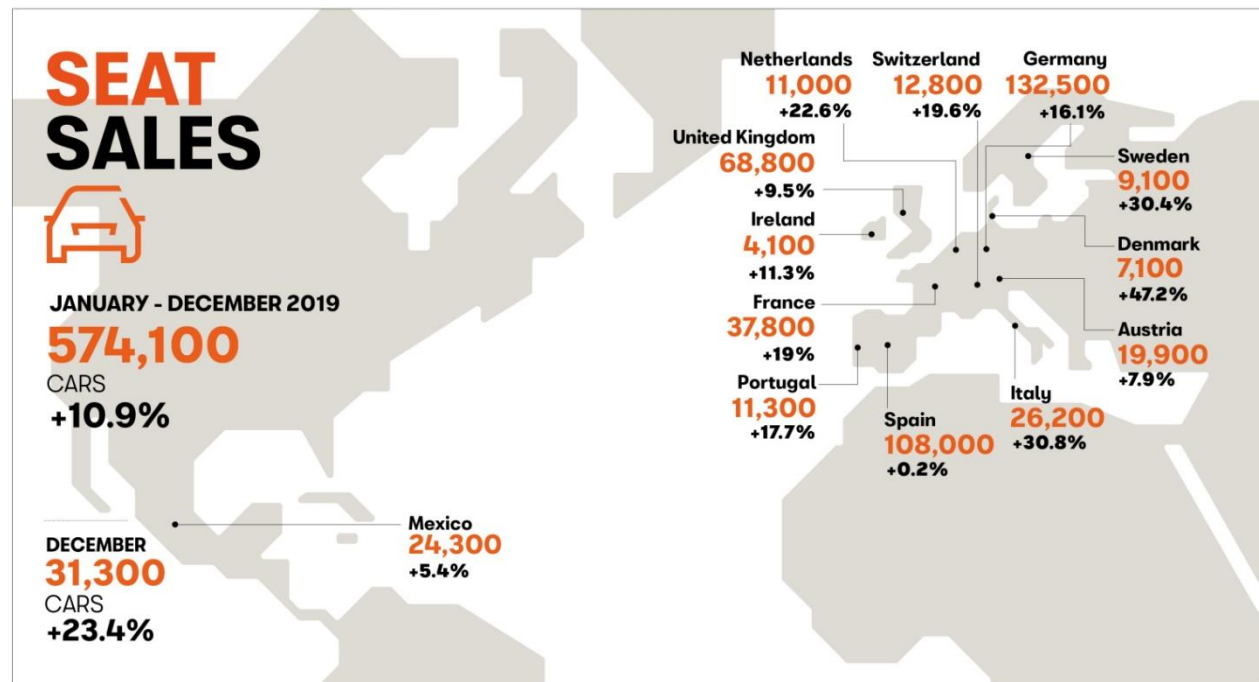
Production of 18% of the vehicles in Spain

A GLOBAL COMPANY

SEAT is a global company, exporting more than 80% of its vehicles, and is present in more than 75 countries. In 2019, SEAT sold 574,100 vehicles and reached the highest sales volume in its history, for the second year in a row.

This way, SEAT was able to post a double digit growth for three years in a row, consolidating its position as the fastest growing brand in Europe.

Looking at volumes, Germany represents SEAT's first market, where the company sold 132,500 units in 2019, marking a new sales record for the third year in a row. Germany is followed by Spain (108,000), the United Kingdom (68,800), France (37,800) and Italy (26,200).





SEAT MARTORELL

Since the company moved its production from the former factory in Zona Franca in Barcelona, the Martorell plant has been the hearth of SEAT.

Martorell is more than a just factory, it is the Headquarters of the company, bringing SEAT from Barcelona to the world. It has a total area of 2,800,000 square metres, the equivalent of 400 football fields and larger than the Principality of Monaco.

There are around 13,000 employees working in Martorell, both on the production lines and in the company headquarters of. With 500,005 units manufactured in 2019, it is the most productive plant in Spain and one with the highest volumes in Europe.

SEAT Martorell is immersed in the development of Industry 4.0 to boost production which is smarter, more digitalised and connected. In this sense, the company already incorporates some of the latest technologies that will be common in production processes in the next few years; among others, virtual reality, collaborative robots, 3D printing and augmented reality.



SEAT COMPONENTES

SEAT Componentes (components) builds gearboxes for SEAT, Volkswagen, Audi and Škoda in its plant in El Prat de Llobregat (Barcelona).

Founded in 1979, the facilities cover more than 150,000 square metres and have a manufacturing capacity of up to 3,500 gearboxes each day, in a complete process that goes from the foundry to assembling and quality control.

SEAT Componentes currently has more than 1,000 employees and produces two different gearbox models: the MQ200 and the new MQ281. Its maximum combined capacity is of 800 thousand gearboxes each year.



SEAT BARCELONA

SEAT's factory in Barcelona's Zona Franca started its activities in 1953, and was the production facility where the first SEAT models such as the SEAT 1400 and the 600 were built. In 1993, the car production began to get transferred to the new Martorell plant, and since then, the Barcelona factory has been producing stamped parts such as doors, roofs, fenders and chassis.

80% of the production of the parts for the MQB A0, the compact modular platform of the Volkswagen Group on which the Ibiza and Arona are based, is carried out in these facilities, as well as most of the stamped parts for all other SEAT models.

This plant is an industrial benchmark, as it features elements such as the virtual simulation of the PXL press, 3D printing in the maintenance workshop, the automatic shifting between sealing tips of the robots in the body shop and the automation of the logistics flow through automated guided vehicles.



**A BRAND
COMMITTED TO
PEOPLE AND
SOCIETY**



BARCELONA, THE HOME OF SEAT

SEAT is firmly committed to its birthplace, Barcelona. As a major technology hub, SEAT participates in its key events such as the Mobile World Congress and the Smart City Expo World Congress, as well as taking part in initiatives such as KIC (Barcelona, European mobility capital) and CARNET, to help design future mobility from Barcelona.

In addition to the technological aspect of the Catalan capital, research and biomedicine have also enabled SEAT to intensify its commitment to being a healthy company and to create a Scientific Committee that has contributed to developing OxyGEN, a 'Created in Barcelona' emergency ventilator in the midst of the COVID-19 crisis.

A path and a shared identity that continues now with CASA SEAT, in the heart of the city. This new multidisciplinary space aims to become a meeting point for new trends, culture and talent in the city, as well as contributing to co-creating future mobility.



COMMITTED TO SUSTAINABILITY

SEAT strives to reduce the impact of its activity on the environment, which has been reflected in the improvement of its environmental indicators: CO₂, energy, water and volatile organic compounds. Thus, since 2010, the company's CO₂ emissions have been reduced by 63% thanks to projects such as SEAT al Sol, a 276,000 square metre photovoltaic plant that generates more than 17 million KWh annually.

In 2019 alone, SEAT invested 27 million euros in sustainable initiatives at its Martorell facilities, with the goal of reducing CO₂ emissions. Thanks to an ambitious environmental strategy, it will be a zero carbon footprint plant by 2030.

SEAT's commitment to sustainability goes far beyond the Martorell plant. Since 2019, the company has participated in the Life Landfill Biofuel project, approved by the European Commission, which targets the use of biofuel obtained from municipal landfills.



COMMITTED TO YOUTH

SEAT has a strong commitment to training and employment and collaborates with various entities and institutions to promote the development of young talent and in programmes that foster the employability of this group.

SEAT puts this commitment into practice with the Apprentice School, a benchmark for dual vocational training in Spain. It has trained more than 2,700 professionals to date, who finally join SEAT with open-ended contracts. Today, it offers four advanced degree programmes, with twice as many hours of training and practice as the average for training cycles in Spain.

The recent deal with David Calle, professor, youtuber and founder of Unicoos, as the new Ambassador of Education and Youth Empowerment, wants to contribute to boost STEM training in the students. The company is also a member of the Princess of Girona Foundation and collaborates with ESADE on joint research projects. It also organizes its own events, such as the Kickstart Challenge, and invests in training the company's own professionals in the fields of digitalisation and new technologies.



SUPPORTING MULTISECTORAL COLLABORATION

Open innovation is one of the pillars that shape SEAT's strategy to advance its 4.0 transformation. Proof of this is its participation in various cross-sector initiatives such as Start4Big or Madrid in Motion, as well as other innovation projects linked to research into new technologies such as 5G Barcelona or CARNET.

SEAT has chaired the Mobility Commission of the Spanish Chamber of Commerce since 2020, which aims to spearhead initiatives to promote sustainable urban mobility and be a reference in the national dialogue for mobility.



HEALTH AS A PRIORITY AND AN EXERCISE IN SOCIAL RESPONSIBILITY

CARS (Healthcare and Rehabilitation Centre) is a one of a kind facility in Europe. Opened in 2017 after an investment of 3.5 million euros, it made SEAT a pioneer in preventive medicine services and an example of a healthy company. Some of the studies carried out are relevant for developing data about both SEAT employees and the general population.

CARS provides preventive, healthcare and rehabilitation medicine to SEAT's more than 15,000 employees and performs over 70,000 consultations annually. It provides employees with eight medical specialities and has the first in-company biomechanics laboratory in Spain geared towards occupational health.

In addition, and in line with its commitment to the health of its workers, SEAT was the first company in Spain to carry out PCR tests on its 15,000 employees to safeguard their health and prevent COVID-19 infections.




COMMITTED TO SOCIETY: FROM MAKING CARS TO EMERGENCY VENTILATORS

SEAT has always shown its commitment to society. On the occasion of the COVID-19 challenge, the company has once again demonstrated its responsibility, creativity and determination to solve some of the problems arising from this pandemic.

Since the beginning of the crisis, several initiatives were launched to help the healthcare system and professionals, such as the manufacture of surgical masks and, in particular, the development of the OxyGEN emergency ventilator. More than 600 units were produced on the SEAT Leon assembly line to assist Spanish hospitals during the most critical moments of the pandemic.



**THE MOST
IMMEDIATE FUTURE**



After 70 years of history on the road, what's next?

It is time to look ahead and continue moving forward, to face the various challenges that are on the horizon in the automotive universe, such as the transition to electric mobility, the rise and consolidation of new products and solutions for urban mobility, or the impact of COVID-19, which may bring with it a new social reality.



A PRODUCT OFFENSIVE DESIGNED FOR THE FUTURE

The offensive of new models in recent years is unprecedented. With the recent launch of the new Leon, the most advanced vehicle in the brand's history, SEAT is further strengthening its vehicle range. Alongside the Leon, today SEAT manufactures the Mii electric, Ibiza, Arona, Ateca, Tarraco and Alhambra models.

SEAT's capacity to reinvent itself made the creation of CUPRA possible, a unique project that gives it access to new markets and a new customer target, cooperating to increase SEAT's contribution margin. CUPRA is designed to captivate motoring enthusiasts, with a contemporary design and sporty performance supported by electrification.

After the launch of the CUPRA Ateca and the new CUPRA Leon family, other milestones arrived such as the inauguration of the brand's new CUPRA Garage headquarters and the presentation of the CUPRA Formentor, the first model specially designed for this new brand and manufactured in Martorell.



ELECTRIFICATION UNDER WAY

As part of its commitment to sustainable, environmentally friendly mobility, the company is engaged in a major electric offensive which began in late 2019 with the launch of the SEAT Mii electric, the company's first 100% electric vehicle.

After the Mii electric, new electric and plug-in hybrid models will be added throughout this year: the new Leon family, which has a PHEV version; the Tarraco PHEV and the recently presented CUPRA Formentor, which will have a plug-in hybrid variant; as well as the el-Born, which will become the company's second 100% electric vehicle.

A path with a view to the future to make SEAT a company at the forefront of major trends and committed to a sustainable future.



TECHNOLOGY AND DIGITALISATION

Digitalisation and the arrival of 5G or artificial intelligence open up new opportunities that will change both industrial manufacturing processes and the in-vehicle experience, which is shaped by connectivity. In this sense, SEAT was the first carmaker to integrate Waze, Shazam and Amazon Alexa in its vehicles.

The connected car is already a reality which is not only transforming the driving experience, but is also enabling the development of new technologies and services, as well as a greater volume of information and knowledge for the manufacturers themselves for continuous improvement and the discovery of new business opportunities.

Technology and digitalisation are now an essential part of SEAT. The creation of SEAT:CODE in 2019 is the clearest example; a new laboratory that works to boost the company's digitalisation and reinforce business models around new concepts of mobility, connectivity and car digitalisation.



NEW MOBILITY

SEAT was conceived with the aim of democratising mobility in Spain. Staying true to its course, today it is purposely driving forward to become a mobility technology company that goes beyond vehicle manufacturing.

SEAT strives to be at the forefront of the great trends of the future: the collaborative, shared and sustainable economy. In fact, in 2019 SEAT was designated as the micromobility competence centre for the entire Volkswagen Group, making it the spearhead of the strategy for new products and services in urban mobility.

This role is of enormous importance and the reason why the company decided to create SEAT Urban Mobility, a specific unit for the urban mobility business, which has led to the creation of the eScooter Concept motorcycle, the eKickscooter Concept and the electric EXS Kickscooter. From day one, SEAT aims to be among the major players in the new mobility ecosystem that is being forged.

If there is one thing that SEAT has demonstrated in its 70-year existence, it is its ability to evolve and reinvent itself to meet the challenges that have arisen throughout its history with determination. Today, in the midst of an unprecedented transformation, SEAT is preparing to embark on an exciting journey.

Some of the major challenges include the evolution of the automotive industry as a whole to increase its sustainability and compliance with the CO2 targets set by the European Union, and the social and economic impact of COVID-19.

At the same time, there are also many opportunities. The connected car, electrification or the new mobility services to come thanks to digitalisation set the scene for SEAT to become a benchmark company.

SEAT will face this new stage with the same ambition, attitude and purpose of the last 70 years: to offer mobility solutions to make people's lives easier.

SEAT



It's time for a new era

