



School visit to SEAT

Once upon a time... there was a factory that gave away presents

- / **It's Christmas at SEAT for children from a school in Barcelona who receive presents along the assembly line**
- / **Students visiting the carmaker's factory find out about the manufacturing process of a vehicle**

Martorell, 20/12/2016. – The SEAT factory in Martorell, where more than 2,000 vehicles are produced every day, had presents coming off the assembly line for the first time, just days before the arrival of the Christmas holidays. On the occasion of a school visit to the plant, the carmaker had a surprise in store for the 28 visiting students from the Marillac school in Barcelona while they got a close look at the manufacturing process of a vehicle. At each stage of the visit, presents randomly appeared on several sections of the production line, the robot stations, smart utility vehicles, and some were even hand delivered by the company's own employees.

"It looks like Santa was here last night!" the children were heard saying as they found new presents among the various car parts along the assembly line until they reached the final station, where a SEAT Leon was waiting for them filled with educational toys based on science and technology for everyone.

This initiative is part of SEAT's commitment to young talent and educational projects, which is reflected in the nearly 60 years of existence of the company's Apprentice School, a vocational training centre whose key to success is the completion of training courses in a real-world environment. 185 young hopefuls are currently learning and studying there with the option of later becoming a part of the company's workforce.

The SEAT factory in Martorell has the highest output in Spain. Last year a total of 477,000 units were produced here and later distributed to the more than 75 countries where the Spanish brand markets its vehicles.

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), exporting more than 80% of its vehicles, and is present in over 75 countries. In 2015, SEAT's turnover amounted to over 8.3 billion euros, the highest in its history, and the company achieved worldwide sales of more than 400,000 units for the first time since 2007.

SEAT Group employs more than 14,000 professionals at its three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza and Leon. Additionally, the company produces the Ateca and the Toledo in the Czech Republic, the Alhambra in Portugal and the Mii 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 digitisation process to promote the mobility of the future.

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