



From design to distribution

The figures behind every car

- / **Creating a new model requires over six million litres of paint, 1,200,000 kilometres of testing or 55,000 simulations**
- / **More than 1,000 sketches are made before settling on the final design of a vehicle**
- / **80% of the approximately 400,000 cars manufactured every year are exported to a total of 75 countries**

Martorell, 03/01/2017. – It covers an area of more than 2.8 million square metres, equivalent to 400 football pitches, and produces around 400,000 cars annually. These figures correspond to the SEAT Martorell factory. But what are the specific numbers involved in making a car?

Four years elapse from the initial concept until an actual car is made, but every new model always begins exactly the same way – with pencil and paper. Until settling on the final design over 1,000 sketches are drawn. In the SEAT Technical Centre, drawings take their 3D appearance in the form of clay models, which require more than 5,000 kilos to shape.

It takes three years of intense work to create a new colour, and in the Martorell plant a total of 6.4 million litres of paint are used every year, enough to paint the Eiffel Tower 100 times. The Technical Centre employs more than 900 engineers who develop the models and perform over 55,000 simulations per year to guarantee safety and comfort inside the vehicles. Roughly 400 smell and touch tests are carried out annually on all the parts and materials inside the passenger compartment to ensure a pleasant experience for future customers.

Before a new model goes on sale, around 50 engineers test the prototypes by pushing their limits over 1,200,000 kilometres of Summer and Winter driving tests every year in deserts and on icy roads.

In the workshops, over 2,000 robots are busy assembling the more than 3,000 parts that make up a car. At the end of the process, 80% of the production will be exported to the 75 countries where SEAT operates.

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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