



New appointment

Roberto Toro, new global head of Product and Events Communication at SEAT

- / He has over 7 years' experience in automotive sector companies
- / Toro will steer this area coinciding with the largest product offensive in the history of the company

Martorell, 25/01/2017. - Roberto Toro (Turin, 1983) has been appointed new global head of Product and Events Communication at SEAT. Toro, who joined SEAT in mid January, holds a degree in Communication Sciences from the University of Turin as well as an MBA from the LUISS Guido Carli University of Rome. He will report directly to SEAT's global Communications director Christian Stein.

Roberto Toro has more than seven years' experience in the European automotive sector, and has held different responsibilities in the Communications divisions of several brands. He began his career in the automotive sector as coordinator of European markets in the area of Marketing and Communication in the Fiat Group, and later became the press officer for southern Europe at Tesla Motors. Since July 2014, Toro was responsible for communication of the Alfa Romeo and Abarth brands for the EMEA region.

Roberto Toro has been appointed as head of SEAT's Product and Events Communication at the beginning of a year when the company intends to launch its greatest ever product offensive. Throughout 2017, SEAT is going to launch the fifth generation Ibiza, the new SEAT Leon and the compact crossover SEAT Arona, which will be developed and manufactured at the SEAT plant in Martorell. The Arona will complete the SUV range, spearheaded last year by the Ateca, which in its first seven months on the market has become a sales success.

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 2016, SEAT achieved worldwide sales of 410,200 units, the highest result 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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