



At Paseo de Gracia, 109

SEAT comes to the heart of Barcelona

- / The brand is opening the doors to its multidisciplinary space in late 2018
- / It will become integrated in the city's cultural agenda and shows SEAT's commitment to Barcelona
- / The new concept will feature a lab for testing innovative purchasing models
- / The company will occupy 2,600 m² spread over four floors

Martorell, 14/07/2017. - SEAT now has a location for its new space in the centre of Barcelona. The carmaker is going to open a unique concept at the corner of Paseo de Gracia and Avenida de Diagonal, at the intersection of the city's two major arteries, aimed at becoming a benchmark in Barcelona's cultural life and giving visitors insights into an innovative brand experience. The new space is scheduled to open its doors at the end of 2018.

SEAT has leased 2,600 square metres from the owner of the building, KKH Property Investors, located on the lower ground floor and floors 1, 2 and 3. The project will largely be created, developed and carried out by companies that make up the city's economic, cultural and design environment.

SEAT's new multidisciplinary space in Barcelona will be created with the clear mission of becoming fully integrated in the city's cultural and economic life and aspires to be a meeting point for the city's new trends and talent. In this sense, it will feature a common venue for the staging of cultural events, exhibitions, concerts, pop up stores and all kinds of activities to strengthen the brand's ties to the city, as well as a gastronomy corner and a coworking space, all with that values that connect SEAT with the city in mind.

"The new space is our tribute to Barcelona. We are a brand 'Created in Barcelona', and we have grown in and with the city, and this project is further proof of our firm commitment. This unique space will be our headquarters in Barcelona, form part of and play an active role in the cultural life of the city, and have a clearly international focus", explained company President Luca de Meo.

In the new facilities, visitors can also learn about and purchase SEAT's latest developments and experience the ultimate in personalised driving. SEAT Vice-President for Sales and Marketing Wayne Griffiths pointed out that **"new sales formats can be experimented in this space by integrating the latest technology, in order to offer a unique product and brand experience, both physical and digital, which will enable us to display and sell our most appealing, ambitious models"**.



Strengthening ties with Barcelona

SEAT's new space is another example of the brand's commitment to Barcelona. Last December the company and the city council signed an agreement to promote innovation, sustainable mobility and talent recruiting. In the framework of this agreement, last April the new SEAT Metropolis:Lab Barcelona was inaugurated in the city's Pier 01, and is the laboratory that seeks to develop smart solutions for future mobility. With today's announcement, by the end of 2018 SEAT will be opening a new space in Barcelona.

SEAT closed 2016 with the best financial results in its history and in the first half of this year is on track to maintaining this positive trend after achieving its highest sales since 2001, with an increase of 13.7%.

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 81% of its vehicles, and is present in over 80 countries through a network of 1,700 dealerships. In 2016, SEAT obtained an operating profit of 143 million euros, the highest in the history of the brand, and achieved worldwide sales of nearly 410,000 vehicles.

SEAT Group employs more than 14,500 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 digitalisation process to promote the mobility of the future.

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