

SEAT Design director

Alejandro Mesonero-Romanos, winner of an Eurostars award

- / **Automotive News Europe singled out his work in completely renewing the SEAT range**
- / **He received the award in Paris yesterday during a ceremony attended by more than 70 automotive industry leaders**

Paris, 02/10/2018.- SEAT Design director Alejandro Mesonero-Romanos is this year's winner of the Eurostars award in the Design category, which is presented annually by the Automotive News Europe publication. The publication acknowledged the excellence of his work over the past seven years in renewing the design of the entire SEAT range. The gala award ceremony took place in Paris yesterday and was attended by more than 70 automotive sector leaders.

During the event, the SEAT Design director emphasised that **"it is with great pride that I receive this prize, and I would also like to share it with the entire Design team at SEAT. We have worked very hard to make SEAT the magnificent brand it is today and design cars that adapt to customer needs. This award certainly further motivates me to continue pursuing excellence in the future."**

Design is a key area for SEAT and makes up one of the brand's strategic pillars. In fact, the Design Centre in Martorell is currently a benchmark facility of its kind in southern Europe, where every SEAT model as well as other collaboration projects with the Volkswagen Group are designed from scratch.

About Alejandro Mesonero-Romanos

Alejandro Mesonero-Romanos has been the SEAT Design director since 2011, where he has been responsible for completely new models for the Spanish brand such as the Ateca, the Arona or the Tarraco. He also designed the fifth generation Ibiza and the latest versions of the Leon model lineup, as well as several concept cars and future SEAT models that have yet to be revealed.

Before joining SEAT, Mesonero-Romanos worked at Renault in Paris, where he directed several design projects, and led the Advanced Design area from 2007 to 2009. In 2009 he was appointed Renault Samsung Motors Design director in Korea. Prior to that, from 1994 to 2001, he worked for the Volkswagen Group and headed the area of Exterior Design for several SEAT, Volkswagen, Audi and Lamborghini brand projects. Mesonero-Romanos was born in Madrid in 1968, has a degree in Industrial Design from the ELISAVA Barcelona School of Design and holds a Master's Degree in Automotive Design from the London Royal College of Art.



Ever since Alejandro Mesonero-Romanos began working for the company, SEAT has been singled out with distinguished design prizes such as the Red Dot Award or the Automotive Brand Contest award for the fifth generation Ibiza in 2017 and the best prototype at the Geneva Motor Show for the SEAT 20V20 in 2015. In addition, the SEAT Arona has been also awarded with the Red Dot Award 2018 and the e-Racer in the “concept” category at the Automotive Brand Contest 2018.

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 80% of its vehicles, and is present in over 80 countries on all five continents. In 2017, SEAT obtained an after tax profit of 281 million euros, sold close to 470,000 cars and achieved a record turnover of more than 9.5 billion euros.

The SEAT Group employs more than 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza, Arona 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.

SEAT Comunicació

Cristina Vall-Llosada

Head of Corporate Communications

T / +34 93 708 53 78

M/ +34 646 295 296

cristina.vall-llosada@seat.es

Blanca Marco

Corporate Communications

M/ +34 699 158 887

blanca.marco@seat.es

<http://seat-mediacycenter.com>