

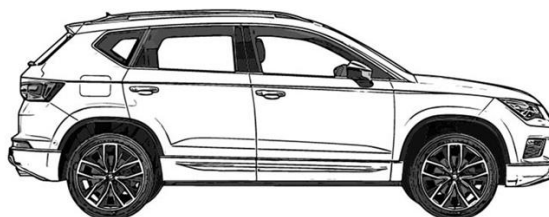
Colour your SEAT

- For the first time, SEAT is offering its main models in the form of drawings for colouring
- An initiative to keep children entertained during their time at home or on holiday
- More than 25 models from the SEAT 1400 to the Tarraco, each with its own history and special features

Martorell, 27/05/2020. Now that there is more time for educational and leisure activities with the children at home, SEAT presents its models in the form of a drawing so that youngsters, as well as the not so young, can have fun colouring and learning a little more about them thanks to a catchphrase for each one. For example, did you know that you can create up to 68 different design combinations on the SEAT Arona thanks to its two-tone bodywork?

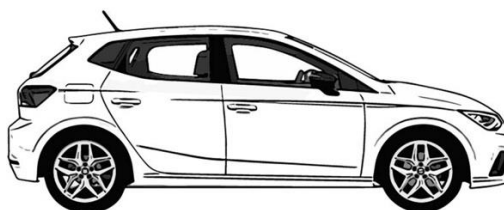
Ateca (2016)

The brand's first SUV paved the way for those that would follow: the SEAT Arona and the SEAT Tarraco.



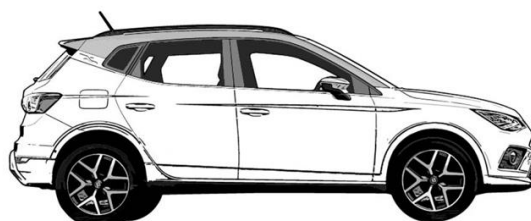
Ibiza (2017)

After five generations and dozens of special editions, the brand icon stands out for its design, which has evolved towards a more pronounced silhouette.



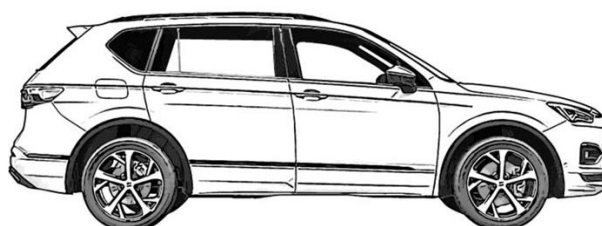
Arona (2017)

The model with the most customisation options: you can choose a two-tone version with the roof in a different shade (black, grey or orange) than the body, allowing up to 68 different colour combinations and a more youthful look.



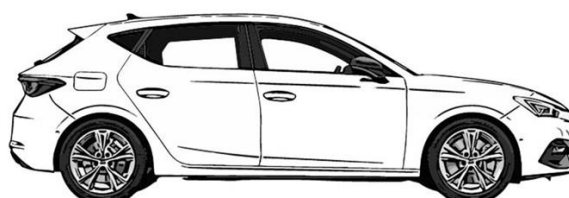
Tarraco (2018)

Equipped with up to seven seats, the name of this SUV was selected for the first time by popular vote through the #SEATseekingName project.



Leon (2020)

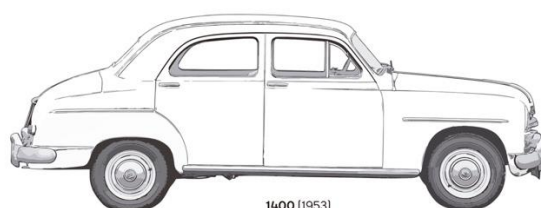
Since its commercial release in 1999, the Leon is already in its fourth generation, which was presented in 2020, and was the best-selling car in Spain in 2019.



And if you prefer the classics, here is a sample of the most representative models from SEAT's history. From the SEAT 1400 to the first Ibiza there are 21 different models with the design of their first generation. Children can learn about them while they colour the cars that led up to mobility as we understand it today. Are you keen to decorate each model in one of its original colours?

1400 (1953)

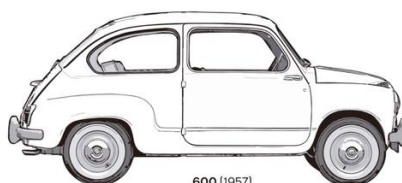
The first car made by SEAT was an elegant, curvy model of which close to 2,000 units of its first version were made.



1400 (1953)

600 (1957)

The car that put Spain on wheels. Greatly popular and with 795,000 units produced, it was the vehicle that democratised mobility in Spain.



600 (1957)

1500 (1963)

The "aristocratic" SEAT 1500 replaced the 1400 in the luxury segment with a design influenced by American cars of the 1960s.



1500 (1963)

800 (1964)

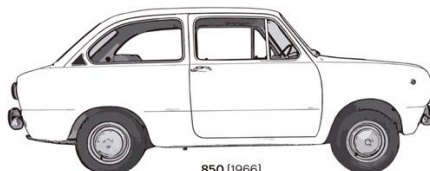
The four-door version of the SEAT 600 offered more space and versatility and became a very endearing model.



800 (1964)

850 (1966)

The mythical eight fifty: more spacious, comfortable, powerful and available in 2 and 4-door versions, coupe and convertible.



850 (1966)

850 Coupe (1967)

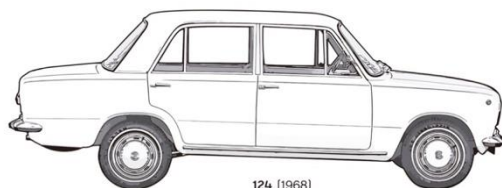
The sporty variant of the 850 was a coupe that seduced sporty driving enthusiasts and made it possible for many young people to enter competition racing.



850 Coupé (1967)

124 (1968)

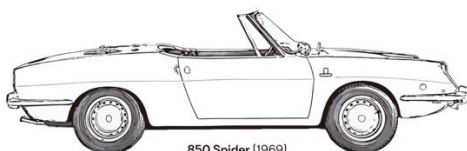
The four-door sedan that delivered greater autonomy and comfort was the passenger car of the Spanish middle class in the 60s and 70s.



124 (1968)

850 Spider (1969)

The first and only production convertible in SEAT's history - a real eye-catcher.



850 Spider (1969)

1430 (1969)

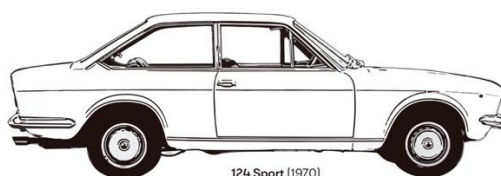
Known as the "Fourteen Thirty", it was presented at the Barcelona Motor Show in 1969, with a major leap in quality and performance.



1430 (1969)

124 Sport (1970)

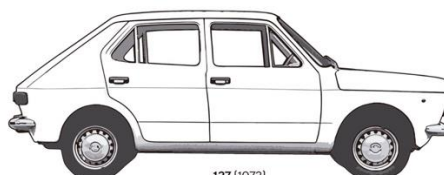
Stylish coupe bodywork and outstanding dynamic properties. It was the first SEAT with 5 speeds and its 110 hp output delivered 180 km/h, an unparalleled performance in Spain at the time. It cost the same as four SEAT 600s.



124 Sport (1970)

127 (1972)

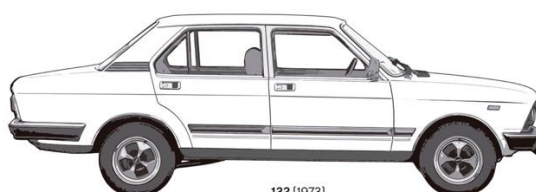
It replaced the 850. Praised for its roominess, it featured 80% usable space. The first SEAT with a front-mounted engine and front-wheel drive was the best seller of the 70s.



127 (1972)

132 (1973)

Since its launch, the 132 had the option of a fifth speed, something that became widespread to other models beginning in 1980. This large D-segment sedan was the first to feature optional air conditioning.



132 (1973)

133 (1974)

Square headlights instead of round ones are the hallmark of this adaptation of the 850. This very economical utility vehicle was used by many driving schools.



133 (1974)

1430 Station wagon (1974)

The family size version of the 1430 was a very limited production model that was widely used as an ambulance and by fire brigades.



1430 Familiar 1600 (1974)

131 (1975)

This sporty sedan was produced with three series over more than 10 years and was the natural replacement for the 124.



131 (1975)

1200 Sport (1975)

Popularly known as “Bocanegra” for its characteristic front bumper made of black plastic material that included the front grille and headlights. It was the first project developed at the Technical Centre in Martorell.



1200 Sport (1975)

Ronda (1982)

The first car named after a Spanish city that started the tradition at SEAT.



RONDA (1982)

Fura Crono (1982)

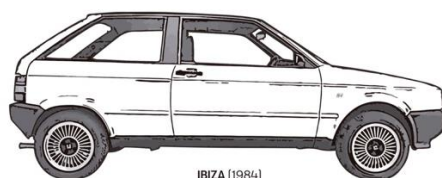
This sporty version of the Fura was only available with three-door styling and in three colours: red, silver grey and black.



FURA Crono (1982)

Ibiza (1984)

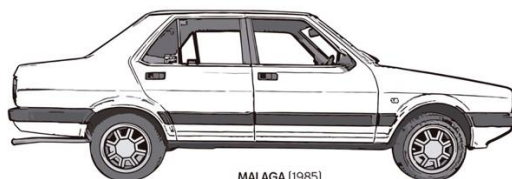
Making its global debut at the Paris Motor Show in 1984, the Ibiza is truly symbolic of SEAT.



IBIZA (1984)

Malaga (1985)

Manufactured until 1991, it is considered the predecessor of the SEAT Toledo.



MALAGA (1985)

Marbella (1986)

It was one of the most profitable vehicles for SEAT in its history, as it was produced for 12 years with hardly any modifications. It was so well received in foreign markets that there is an association of Marbella fans in the Netherlands.



MARBELLA (1986)

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), exports 81% of its vehicles, and is

present in more than 75 countries. In 2019, SEAT sold 574.100 cars, the highest figure in its 70-year history, posted a profit after tax of 346 million euros and a record turnover of more than 11 billion euros.

In 2019, SEAT allocated 1.259 billion euros to accelerate its investment programme, mainly for the development of new electrified models. In addition, and as part of its commitment to decarbonisation, it invested 27 million euros in sustainable initiatives and is working on an ambitious environmental strategy, called Move to Zero, which aims to make Martorell a zero-carbon footprint plant by 2030.

SEAT employs over 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 in the Czech Republic, the Tarraco in Germany, the Alhambra in Portugal and the Mii electric, SEAT's first 100% electric car, in Slovakia.

SEAT Communications



Gemma Solà

Content&Platforms Management
M/ +34 639 944 087
gemma.sola@seat.es



Vanessa Petit

Content Generation
M/ +34 680 153 938
vanessa.petit@seat.es



SEAT Mediacenter