

From Barcelona to the world: CASA SEAT makes its global debut with an online inauguration

- **On Thursday 4th June, CASA SEAT will show its space to the public for the first time with a virtual opening**
- **The digital opening will be available at 12:00h CET on SEAT's [YouTube](#) channel**
- **CASA SEAT was created as a tribute by the company to the city that witnessed its birth 70 years ago**
- **The space will physically open its doors when the conditions resulting from COVID-19 allow it**

Barcelona, 02/06/2020. CASA SEAT is opening its doors to the world for the first time on Thursday 4th June with a virtual presentation showcasing the building, which is located in the heart of Barcelona. Thus, company managers and brand ambassadors will guide virtual visitors through the different spaces and rooms to give insights into the details of everything that CASA SEAT will offer once it can be physically opened.

One of those in charge of accompanying CASA SEAT visitors during this virtual opening will be SEAT Vice-president for Sales and Marketing and CUPRA CEO Wayne Griffiths. The video will be available in English with subtitles, beginning at 12:00h CET via SEAT's YouTube channel.

CASA SEAT was created to pay tribute to Barcelona, the city that saw the birth of SEAT 70 years ago, and at the same time, with the commitment to be a mobility hub for the city, a place from which the company can look to the future, promoting urban culture and offering people a meeting point for generating ideas, conversations and facing the mobility and sustainability challenges of tomorrow.

DETAILS OF THE VIRTUAL PRESENTATION

- Thursday **4th of June**
- **12:00h** CET
- <https://www.youtube.com/seat>

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.

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