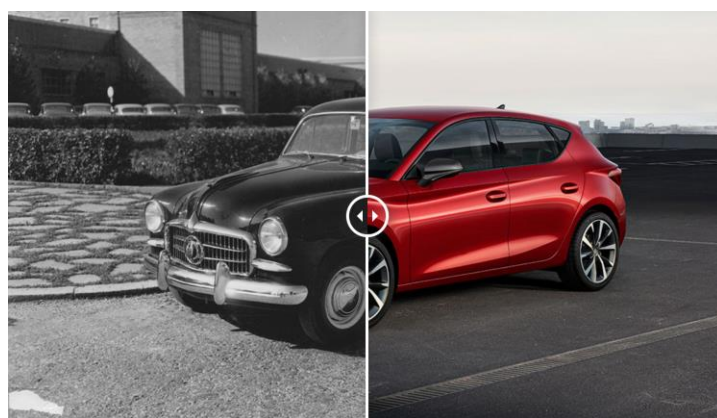


## 70 years in contrast

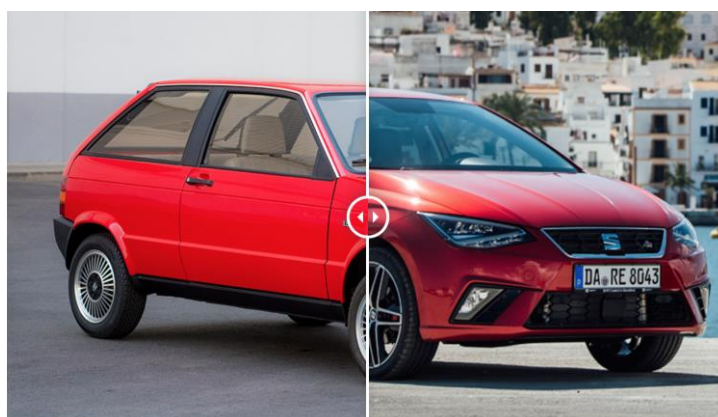
**Martorell, 03/06/2020.** In these past 70 years, SEAT has evolved with the passing of time, and the change becomes visible in the following selection of images.

Move the central cursor to watch the whole change:

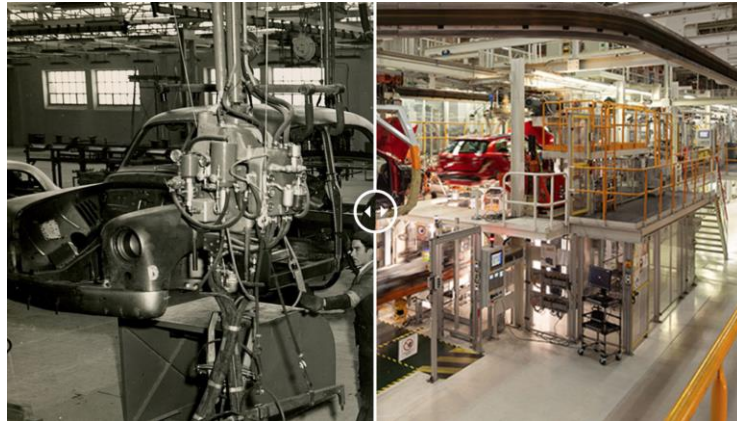
1. **The first model vs the latest.** In 1953, SEAT launched its first car, the 1400. 70 years later, the company's latest model, the fourth generation SEAT Leon, is a sign of the brand's evolution, though without losing its essence.



2. **The Ibiza.** 35 years and five generations later, the SEAT Ibiza is still an icon. Its straight lines have been revitalised while retaining its distinctive huge windows and the engine is now more powerful and efficient, but the model that helped internationalise the company remains synonymous with youth and a Mediterranean character.



3. **The factory.** While cars at SEAT were initially produced manually, automation has now helped to reduce the strain on workers and cut production time. Robots and other collaboratives coexist with workers in the assembly lines.



4. **The electric car.** SEAT's first electric model was built for the 1992 Barcelona Olympics. It was a custom made Toledo to accompany the Olympic flame and open the marathon event that had its power charger concealed behind the front grille. Today, the Mii Electric is SEAT's first 100% electric model, and it has incorporated the latest electric technology to boost the efficiency of its batteries.



If you want to incorporate this interactive gallery in your web, you can do it in two easy ways:

**Option 1. Responsive web design:** so that the web elements adapt according to the device used and its resolution.

1. You must create an html file with the following code:

```
<style>
.responsive{
position: relative;
max-width: 1050px;
max-height: 600px;
}
.responsive:after{
content:"";
```

```
display:block;
padding-bottom: 57.14%;
}
.responsive iframe{
position: absolute;
top: 0;
left: 0;
width: 100%;
height: 100%;
}
</style>
```

2. Then, in the same html file, copy the code of each interactive image where you want it to be (they are differentiated by the link):

```
<div class="responsive">
<iframe src="//muma.cat/seat/seat-1400-seat-leon/" width="1050" height="600" style="border: 0;"></iframe>
</div>
<div class="responsive">
<iframe src="//muma.cat/seat/seat-ibiza/" width="1050" height="600" style="border: 0;"></iframe>
</div>
<div class="responsive">
<iframe src="//muma.cat/seat/fabrica/" width="1050" height="600" style="border: 0;"></iframe>
</div>
<div class="responsive">
<iframe src="//muma.cat/seat/seat-toledo-olimpico-seat-mii-electric/" width="1050" height="600" style="border: 0;"></iframe>
</div>
```

3. In case of using Wordpress, you can directly copy the code without creating an html file

**Option 2. Non-Responsive web design:** so that the web elements maintain fixed measures without adapting to the device used and its resolution.

1. You must create an html file and copy the code of each interactive image where you want it to be (they are differentiated by the link):

```
<iframe src="//muma.cat/seat/seat-1400-seat-leon/" width="1050" height="600" style="border: 0;"></iframe>
<iframe src="//muma.cat/seat/seat-ibiza/" width="1050" height="600" style="border: 0;"></iframe>
<iframe src="//muma.cat/seat/fabrica/" width="1050" height="600" style="border: 0;"></iframe>
<iframe src="//muma.cat/seat/seat-toledo-olimpico-seat-mii-electric/" width="1050" height="600" style="border: 0;"></iframe>
```

2. In case of using Wordpress, you can directly copy the code without creating an html file

**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



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