

Global presentation of urban mobility and institutional opening of CASA SEAT

- **The institutional inauguration of CASA SEAT is taking place tomorrow at 5 p.m. through the [SEAT Media Center](#)**
- **SEAT will present its latest novelties for urban mobility for the first time globally**
- **CASA SEAT will open its doors to the public Friday, 19th of June**

Barcelona, 15/06/2020. Tomorrow, 16th of June, at 5 p.m., authorities and prominent business leaders of the Spanish and Catalan economy will participate in the institutional inauguration of CASA SEAT. As the new urban mobility hub in Barcelona, the company will be presenting its latest novelties for urban mobility at CASA SEAT for the first time globally.

Featured speakers at the inauguration include Ada Colau, Mayor of Barcelona; Teresa Ribera, fourth Deputy Prime Minister and Minister of Ecological Transition and the Demographic Challenge; and Àngels Chacón, Minister of Business and Knowledge of the Catalan Government.

SEAT President and Vice-president for Finance and IT Carsten Isensee; SEAT Vice-president for Sales and Marketing and CUPRA CEO Wayne Griffiths; and Lucas Casanovas, the Head of Urban Mobility at SEAT will also be speaking at the presentation.

We invite you to follow the inauguration that we will be live streaming online from 5 p.m. through the [SEAT Media Center](#), and will be available in Spanish, English and Catalan on [this platform](#).

Media agencies can also broadcast the transmission via embedded code on their own channels:

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<iframe width="560" height="315" src="https://www.youtube.com/embed/fQGtdkxFjw"
frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-
picture" allowfullscreen></iframe>
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See you there!

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 developing Move to Zero, an environmental strategy that aims to make Martorell a zero carbon footprint plant by 2050.

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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