

## Login to the press conference “Strategy for the Future”

- **The press conference will be live streamed on 8 July starting at 11 am CEST**
- **The company will analyze the current situation and present the future strategy of its brands, SEAT and CUPRA**

**Martorell, 06/07/2020.** Next Wednesday, 8th July, at 11 am CEST, SEAT will be airing its corporate press conference “Strategy for the Future” live from CASA SEAT. The company will analyze the current situation and present the future strategy of its brands, SEAT and CUPRA.

The press conference will be attended by SEAT President Carsten Isensee and SEAT Vice-president for Sales and Marketing and CUPRA CEO Wayne Griffiths, who will be available for the questions and answers session.

We encourage you to follow the live presentation this Wednesday, July 8<sup>th</sup> starting at 11 am CEST, from the platform <https://strategyforthefuture.max-videosound.com/>. The broadcast will be available with simultaneous translation in Spanish, English, German, French and Italian.

We’re looking forward to having you there!

### HOW TO CONNECT TO THE LIVE PRESS CONFERENCE

- **Wednesday, 8th July at 11am CEST**
- Link to follow the live press conference and language selection: <https://strategyforthefuture.max-videosound.com/>
  - To follow the press conference and select audio language click on **“Enter”**
  - To ask questions during the **Q&A** session **you must register 12 hours prior to the event** by clicking on **“Register for the Q&A”**

Media 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/-QPfz39Kico"
frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-
picture" allowfullscreen></iframe>
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**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.

## SEAT Communications



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