

## SEAT's Hola Tapas Bar is off the ground in Vienna

- **The company created in Barcelona combines the culinary and automotive worlds and opens a restaurant in the Austrian capital**
- **SEAT partners with chef Juan Amador to offer a new customer experience concept**
- **Hola Tapas Bar will open doors next August 17<sup>th</sup> with two areas dedicated to the SEAT & CUPRA brands**
- **Besides offering all Spanish cuisine delicacies, the space will feature and exhibit SEAT & CUPRA's latest models and lifestyle collaborations**

**Vienna, 28/07/2020.** SEAT is launching Hola Tapas Bar, a new restaurant located in the outskirts of Vienna, to offer a new dining experience to the residents and visitors of the Austrian capital. The multinational created in Barcelona has decided to partner with chef Juan Amador and mix the world of cars with the culinary art to offer Spanish cuisine.

Featuring a cutting-edge design inspired by the Mediterranean culture, Hola Tapas Bar is a 460 square meter-ground level space with capacity for 80 diners. Located at the Auhof Center shopping mall, the restaurant is divided into two areas, each one dedicated to the SEAT and CUPRA brands.

While Hola Tapas Bar is set to open doors next August 17<sup>th</sup>, the new restaurant will be launched in a double format. On one side, the space will reduce its capacity to comply with health and safety regulations due to the COVID-19 outbreak. At the same time, it will offer a 'tapas to go' service as customers will be able to order Spanish delights and pick them up to enjoy from their homes or workplaces.

About this new brand experience, SEAT Vice-president for Sales and Marketing and CUPRA CEO Wayne Griffiths explained: **"I strongly believe the Hola Tapas Bar will set a benchmark for a new customer experience concept, complementary to the traditional points of sales. We have chosen Austria because is a key market for SEAT, as we rank third among car brands in the country as well as the CUPRA Ateca exceeded our sales expectations after being introduced in the market. Now our customers will live the experience of both SEAT and CUPRA brands at its fullest."**

SEAT Austria Managing Director Wolfgang Wurm is also convinced of this new concept: **"Like any other sector, we in the automotive industry also have to constantly reinvent ourselves. The new Hola Tapas Bar is a unique and innovative concept and hits the nerve of our times: find out about our vehicles while enjoying delicious tapas, then start a test drive directly from the restaurant's parking lot and thus experience an efficient and special customer experience when buying a car. With our partners Juan Amador and the Auhof Center, we ensure the highest quality at fair prices."**

### **Food and cars, all in one**

While enjoying all Spanish delicacies, customers at the Hola Tapas Bar will be able to explore SEAT&CUPRA latest models both physically and virtually, as cars will be exhibited on site as well as a videowall and several TV screens with brand digital content have been installed to discover the

whole range. The experience will be reinforced by displaying the two brand's lifestyle collaborations.

After partnering with SEAT to launch its new restaurant, the recognized Michelin three-star chef based in Austria Juan Amador adds: **“Together with SEAT & CUPRA I will bring the Spanish attitude to my home country and to the heart of Vienna. We both share the same goal: to always implement new creative ideas as well as to develop and grow by overcoming new challenges. The Hola Tapas Bar will bring the Spanish culture's lively and spirited enjoyment paired with a contemporary lifestyle, all together under one roof.”**

### A cooking star

Born in 1968 in Waiblingen (Germany), the Spanish descent chef Juan Amador is a well-known chef and a celebrity in Austria. He is known for his avant-garde take on European cuisine, a style of cooking which has made him be considered as one of the best chefs in the world, and one of the little to be awarded three Michelin stars in quick succession. Hola Tapas Bar will add up to the long list of restaurants the Spanish-German has opened in different cities around the world, such as Frankfurt, Lisbon or Singapore.

Customers can discover more about the new Hola Tapas Bar through the official website: [www.hola-tapasbar.com](http://www.hola-tapasbar.com)

**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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