

## The most iconic cars of SEAT's 70 years of history

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- **The evolution and modernisation of cars has been a constant throughout the journey**
- **This morphing video reviews 48 fundamental models of the company's history**

**Martorell, 21/12/2020.** 2020 comes to an end and, despite the circumstances, it has been a year of celebrations for SEAT as the company celebrated its 70<sup>th</sup> anniversary. From the 9<sup>th</sup> of May 1950 until today, the brand that put Spain on wheels and democratised mobility has undergone a profound transformation and has demonstrated a constant capacity for reinvention.

Over the past 70 years, the carmaker has launched a total of 75 models, including different versions and generations, among which some major ones that have marked a turning point. Starting in 1953 with the SEAT 1400, the first car manufactured by the company, or with the legendary SEAT 600, which was presented in 1957 and soon became a symbol of freedom and mobility. In 1984 the first SEAT Ibiza arrived and in 1999 the SEAT Leon, which has been a sales success since its launch. 2016 was also a remarkable year: the company entered the SUV segment with the SEAT Ateca, which was then followed by the SEAT Arona and the SEAT Tarraco.

In 2018, the company again revitalised its capacity for reinvention and created CUPRA, an independent brand that was created with the aim to enter new markets and target new customers thanks to its contemporary design and sportiness. Following the launch of the CUPRA Ateca and the new CUPRA Leon family, the carmaker presented the CUPRA Formentor, the first model uniquely designed and developed for the brand. 2021 will mark the birth of the brand's first all-electric model: the CUPRA el-Born.

The evolution and modernisation of cars has been a constant throughout the journey, which has subsequently added a technological development in all aspects of the car: from electrifying its range to implementing the latest technology in terms of safety and connectivity.

This morphing video reviews 48 fundamental models of the company's history. A video that pays tribute to the passage of time, evolution, growth and adaptation in the society that SEAT wants and does serve. It also shows how SEAT reveals its personality day after day, even if unfolding and bending itself is required.

**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), sells vehicles under the SEAT and CUPRA brands, while SEAT MÓ covers urban mobility products and solutions. SEAT exports 81% of its vehicles, and is present in more than 75 countries. In 2019, SEAT sold 574,100 cars, posted a profit after tax of 346 million euros and a record turnover of more than 11 billion euros.

SEAT employs over 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the 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. These plants are joined by SEAT:CODE, the software development centre located in Barcelona.

SEAT will invest 5 billion euros through to 2025 in R&D projects for vehicle development, specially to electrify the range, and to equipment and facilities. The company aims to make Martorell a zero carbon footprint plant by 2050.

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