

100,000 kilometres and an unexpected mosaic

- After driving 100,000 kilometres, a team of engineers takes apart a SEAT Ateca piece by piece to examine it closely
- The result is an unusual 4,000-part tetris that has come to light for the first time in this one-of-a-kind video

Martorell, 03/03/2021. For the first time, SEAT shows the world one of its cars as never seen before, in a one-of-a-kind video showing the disassembly of a SEAT Ateca. The result is a collage of parts against a white backdrop that fit together perfectly like a tetris puzzle.

100,000 kilometres. After travelling over all kinds of terrain for 100,000 kilometres, this SEAT Ateca was taken apart to take a close look at how well it stood up to the test. **“After driving 100,000 kilometres, the car should respond in the same way as it did on day one”** says José Luis Durán, a development engineer at the SEAT Technical Centre. And so it did.

4,000 parts. When inspecting the car’s 4,000 parts, the team paid special attention to the details: engine lubrication, possible dust infiltration, airtight spaces... Each part has its own specifications, tolerances to cold, heat and use, and must be able to withstand expansion and contraction. To end up with this unusual collage of parts, the engineers spent a day and a half taking the car apart and analysing each part individually.



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 more than 80% of its vehicles, and is present in 75 countries.

SEAT employs over 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the SEAT Ibiza, the SEAT Arona, the CUPRA Formentor and the Leon family. Additionally, the company produces the Ateca in the Czech Republic, the SEAT Tarraco in Germany, the SEAT 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, specifically to electrify the range, and in equipment and facilities. The company aims to make Martorell a zero-carbon footprint plant by 2050.

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