

## Driving the transformation towards electrification

- SEAT S.A. speeds up to turn the Martorell plant into an electric vehicle production centre of the Volkswagen Group
- The Vice-Presidents of the three areas most directly involved in the transformation explain how they are working to ensure the success of electrification
- In addition to the 3 billion euros the company is investing, the drive of every single person at SEAT S.A. is key to the transition

**Martorell, 24/05/2023.** SEAT S.A. is going full throttle in its transformation and is moving full speed ahead towards the electrification of Martorell. If 30 years ago the company built the Martorell plant to start a new era, now it's ushering in the second one, by investing 3 billion euros with a very clear goal: to turn it into one of the Volkswagen Group's electric vehicle production hubs for the Small BEV family and a key player in Spain's electric vehicle value chain.

According to the responsables of the three areas most directly involved in this transformation, Laura Carnicero, SEAT S.A. Vice-President for People and Organization; Dr. Werner Tietz, Vice-President for R&D; and Markus Haupt, Vice-President for Production and Logistics, this is the biggest opportunity for the future. As a major technological leap at all levels, it involves several challenges, but they can count on the impulse of each and every one of the over 14,000 people who are part of the company, determined to make electrification a reality.



**“A perfect representation of this transformation is our assembly line, which will be completely transformed to produce our 100% electric cars in the future.”** - Markus Haupt, Vice-President for Production and Logistics



**“People have always been the driving force of the company, and in this transformation they will be too. We have the largest training plan in our history.”** - Laura Carnicero,  
Vice-President for People and Organization



**“Both the world and technology are changing very fast. That’s why the biggest challenge we face at our Technical Centre is to constantly go further.”** - Dr. Werner Tietz,  
Vice-President for R&D

**SEAT S.A.** 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) and sells vehicles under the CUPRA and SEAT brands.

SEAT S.A. exports more than 80% of its vehicles and is present in more than 70 countries. The company employs over 14,000 professionals and has three production centres – Martorell, El Prat de Llobregat and Barcelona, where it manufactures the SEAT Ibiza, SEAT Arona, Leon family and the CUPRA Formentor. Additionally, SEAT S.A. produces the CUPRA Born and the SEAT Tarraco in Germany and the Ateca family in the Czech Republic. SEAT MÓ is the company’s business unit that covers urban mobility products and solutions, while its operating centres also include SEAT CODE, a software development hub, and CASA SEAT, located in the heart of Barcelona.

The company is playing a leading role in turning Spain into an EV hub in Europe. Through the Future: Fast Forward project, SEAT S.A., the Volkswagen Group and their partners are investing 10 billion euros into the electrification of the country.

<https://www.seat.com/company/news>

## SEAT S.A. Communications



**Elisabet Anglada**

Head of Employee Engagement & Content  
Activation Communications  
M/ +34 689 282 093  
elisabet.anglada@seat.es



**Rocío Soria**

Content Generation  
M/ +34 689 28 14 32  
rocio.soria@seat.es



**Gemma Solà**

Content Manager & SM Communications  
M/ +34 639 944 087  
gemma.sola@seat.es



**SEAT S.A.**