



# **GOVERNMENTAL AND INSTITUTIONAL PRESENCE**

GOVERNMENTAL AND INSTITUTIONAL RELATIONS



## INSTITUTIONAL SPHERE

During 2016, SEAT's institutional activity was focused on highlighting both the brand's Technical Centre and the investments committed by the Volkswagen Group in Martorell, as well as strengthening SEAT's connection and identification with the city of Barcelona.

The main example of SEAT's connection with Barcelona was in the collaboration agreement between the two institutions, signed by the mayor of Barcelona, Ada Colau, and SEAT's Chairman, Luca de Meo. Under this agreement, SEAT and Barcelona City Council will promote the entrepreneurial environment and business cooperation, with the company offering its knowledge on smart mobile mobility, in order to stimulate projects that improve citizens' quality of life. The first project to come out of this agreement is the Metropolis:Lab Barcelona, the Volkswagen Group's sixth laboratory, which will be managed by SEAT and will be based in Barcelona. This laboratory is expected to be brought into operation in 2017 and in it, more than 50 highly-qualified professionals will analyse and seek intelligent solutions to the mobility challenges of the future.

### THE MAIN EXAMPLE OF SEAT'S CONNECTION WITH BARCELONA WAS IN THE COLLABORATION AGREEMENT BETWEEN THE TWO INSTITUTIONS, SIGNED BY THE MAYOR OF BARCELONA, ADA COLAU, AND SEAT'S CHAIRMAN, LUCA DE MEO

SEAT's commitment to Barcelona was also evident through the connection with the Barcelona Global association, whose mission is to actively contribute to making Barcelona one of the world's leading cities in attracting talent and economic activity. At an event sponsored by SEAT and chaired by the mayor of Barcelona, Ada Colau, SEAT's Chairman, Luca de Meo, told the guests of his experience as an executive living in Barcelona and highlighted the attributes of the brand and of the company's first SUV, the Ateca, which was created in this city.

The economic significance of SEAT's projects and initiatives and the brand's commitment to society also enjoyed the support and recognition of the country's main entities and institutions throughout the year.

The deputy mayor of Barcelona for Business, Culture and Innovation, Jaume Collboni, visited SEAT's facilities in Martorell together with other representatives of the city council. During the meeting with the Chairman of SEAT's Executive Committee, Luca de Meo, they discussed how encouraging the company's current momentum is and the challenges that the car industry faces in the future. The Vice-President of Governmental Relations and Institutions, Ramón Paredes, also took part in the meeting. The visit to the company included, among other facilities, SEAT's Design Centre, which is unique in Spain and where the design and quality processes were shown, as well as the brand's future models.

Furthermore, the Minister for Land and Sustainability of the Catalan Government (Generalitat de Catalunya), Josep Rull, participated in the presentation of the project led by SEAT, called Megatruck, in the scope of the Automotive Industry Cluster of Catalonia (CIAC). This initiative reinforces the importance of logistics as a key tool for the sustainability of companies and their environment. Furthermore, they highlight SEAT's leadership in relevant areas such as efficiency and environmental sustainability.





In order to strengthen the brand's image for the representatives of the countries in which SEAT is present, a visit to the Martorell facilities was organised by the official consular representatives in Barcelona. The consul generals were received by the Chairman of SEAT and had the chance to see for themselves the company's leadership in strategic areas such as innovation, employment and training.

Furthermore, SEAT continued to maintain and strengthen its links with German society and entrepreneurs present in Spain. Through the German Chamber of Commerce (AHK), representatives of Germany's most important companies had the chance to visit and get to know the Martorell facilities and to see the brand's high quality standards for themselves.



**AWARDS AND HIGHLIGHTS  
 LIKE "CHARLIE IN THE SEAT FACTORY"**

Jasper, a 7-year-old boy from the United Kingdom, has his dream come true when he visits SEAT's facilities in Martorell and finds out how the brand's models are designed and built.



**The Vice-President of the Catalan Government visits SEAT's facilities**

The Vice-President and Minister for Economy and Finance of the Catalan Government (Generalitat de Catalunya), Oriol Junqueras, visited SEAT's facilities in Martorell in August. In his meeting with SEAT's Chairman, Luca de Meo, the Vice-President of Human Resources, Xavier Ros, and the Vice-President of Governmental and Institutional Relations, Ramón Paredes, they discussed various topics on the company's current situation and on the future challenges of the car industry, such as mobility and connectivity. SEAT's Chairman highlighted the company's desire to strengthen its relationship with the Barcelona brand and with institutions. SEAT is one of the leading companies in the country in economic and employment terms, and it is going to continue to promote innovation and the generation of wellbeing.

## BUSINESS SPHERE

One of the main events of 2016 was the holding of the annual general meeting of FERRMED at the Martorell facilities, in which SEAT had the dual role of partner and host. FERRMED is a multi-sectoral association created to contribute to improving European competitiveness through the promotion of the Great Freight Railway Line between Scandinavia and the Western Mediterranean. At this meeting, a declaration in favour of promoting the so-called Mediterranean Corridor was made, with the strategic goal of improving the competitiveness of European companies. Furthermore, during 2016 SEAT remained highly involved in ANFAC, representing the brand on the political, industrial and commercial matters addressed in the Committees, Forums and Board meetings held within the organisation.

In the sphere of business cooperation, SEAT signed a collaboration agreement with the National Federation of Self-Employed Workers Associations (known as ATAs) to facilitate the mobility and transport of this group. With this agreement, preferential



### SEAT awarded a prize by the Automotive Cluster of the Basque Country

SEAT received the AUTOMOCIÓN-ACICAE award, in the Vehicle Manufacturer category, awarded every year by the Automotive Cluster of the Basque Country (ACICAE). With this award, SEAT is recognised for its history as a car manufacturer connected to suppliers and for its success in its new car models. The Vice-President of Governmental and Institutional Relations of SEAT and of the Volkswagen Group in Spain, Ramón Paredes, collected the award in the company's name and gave thanks for the recognition given to the only Spanish company in the automotive sector that performs all its processes from start to finish: the design, development, manufacture and sale of its products.



### The primary catalan employers' organisation recognises Dr. García Sanz

At an event chaired by His Majesty King Felipe VI of Spain and attended by the main Spanish and Catalan authorities, the primary Catalan employers' organisation, Foment del Treball Nacional, held the annual event to hand out the Medals of Honour and the Carles Ferrer Salat awards. In the 2016 edition, the Medal of Honour for the Businessman of the Year went to Dr. Francisco García Sanz, for his role as Chairman of SEAT's Board of Directors. The award recognises the great investment effort the company has made, the brand's commitment to generating wealth and employment opportunities, as well as SEAT's role as a driving force for Spain's industrial sector. The award was collected by the Chairman of SEAT's Executive Committee, Luca de Meo, on Dr. García Sanz's behalf.



conditions are made available to the self-employed, both for direct purchases and for leasing and renting. In addition, an agreement was reached giving them access to special financing conditions and a maintenance package.

SEAT also signed a collaboration agreement with FCC Aqualia to develop the innovative project known as SMART Green Gas, the purpose of which is to obtain renewable biofuel from wastewater in order to use it in vehicles that run on compressed natural gas (CNG). To this end, the company has delivered two SEAT Leon TGI vehicles to Aqualia, with which it will be able to carry out the necessary tests with the biomethane obtained from wastewaters to analyse and evaluate the use of this fuel in cars.

SEAT continued to support the promotion of CNG (Compressed Natural Gas) technology in Spain. In this way, together with its partner in this field, Gas Natural Fenosa, they delivered a Leon TGI model to the Guardia Civil (the Spanish police force), equipped with compressed natural gas and petrol, which stands out for its efficiency and reduced levels of consumption and emissions. This delivery forms part of a collaboration agreement to improve the energy efficiency of vehicles on the road and of facilities of the General Directorate of the Guardia Civil.

## SEAT SIGNED A COLLABORATION AGREEMENT WITH FCC AQUALIA TO DEVELOP THE INNOVATIVE PROJECT KNOWN AS SMART GREEN GAS



## SEAT'S goal is to become a leading company in the field of connectivity

The Smart City Expo World Congress held in Barcelona was opened by the President of the Catalan Government (the Generalitat), Carles Puigdemont, who travelled to the exhibition venue, together with the Chairman of SEAT, Luca de Meo, driving a prototype electric vehicle, the SEAT e-Mii. The company also presented its smart mobility concept: the Ateca Smart City Car. This pioneering project boasts Smart City connectivity, which allows users to search for parking and to share their car with other users. SEAT is participating, and wants to be a key player, in the development of new urban and smart mobility concepts. In the field of smart cities, Barcelona represents the best city for investigating new solutions, due to its dimensions, industrial network and the presence of startups that boost innovation.

