

SEAT races against childhood cancer

- **The 5th edition of the SEAT Race breaks its record with 6,000 participants**
- **The more than €13,500 raised with the contribution of the participants will be donated to the Candela Bracelet project for researching childhood cancer**
- **200 people collaborated in the organisation of the event, including volunteer SEAT employees, entertainers and animators**

Martorell, 12/05/2019. Several thousand SEAT employees, family members and friends today turned the SEAT factory in Martorell into the setting for a great day of recreational sport and solidarity. More than 4,500 adults and 1,500 children took part in the fifth edition of the SEAT Race, establishing a new record of participation with 20% more runners than last year and running for a new cause – research into childhood cancer.

Thanks to the charitable contribution of €3 from each participant, SEAT successfully raised more than €13,500, which was donated to the Candela Bracelet project to support research into childhood cancer. In this sense, Dr. Rainer Fessel, the director of the Martorell factory, emphasised that **“we have turned this event into a day of celebration with work colleagues, family and friends who are all committed to collaborating with a social cause. Once again, we have demonstrated that SEAT is a large, supportive family.”**

The competition featured a 5K and a 10K combined departure run through the factory workshops. The children of the SEAT family competed in the Arona Kids Run, a 1,000 metre race in which 1,500 youngsters took part. In addition, there was a day-care service provided as well as a playground.

More than a Race

The event featured entertainment by percussionist groups, zumba dancers, DJs and music. Some of the major activities included the Vintage Market, a jumble sale of second-hand goods sold in more than 25 pop-up stores, giving unwanted clothing and objects a second life. Similarly, there was no shortage of free parking, cloakroom service and catering for everyone present. 200 people cooperated to organise the event, including volunteer SEAT employees and entertainers.

The 10K winners received a trophy from Dr. Christian Vollmer, SEAT’s Vice-president for Production and Logistics, and the 5K ones got their recognition from Dr. Fessel.

This year’s SEAT Race was a huge success, and since its first edition has become a widely popular event that is open, sporty and cooperative in nature to enjoy in the company of family and friends.

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), exporting 80% of its vehicles, and is present in over 80 countries on all five continents. In 2018, SEAT sold 517,600 cars, the highest figure in the 68-year history of the brand, posted a profit after tax of 294 million euros and a record turnover of close to 10 billion euros.

Hola!



The SEAT Group employs more than 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 in Slovakia.

The multinational has a Technical Centre, which operates as a knowledge hub that brings together 1,000 engineers who are focussed on developing innovation for Spain's largest industrial investor in R&D. SEAT already features the latest connectivity technology in its vehicle range and is currently engaged in the company's global digitalisation process to promote the mobility of the future.

SEAT Communications



Cristina Vall-Llosada
Head of Corporate Communications
M/ +34 646 295 296
cristina.vall-llsada@seat.es



Ezequiel Avilés
Corporate Communications
M/ +34 646 303 738
ezequiel.aviles@seat.es



SEAT Mediacenter

PRENSA • PREMSA • PRESSE • NEWS • STAMPA