

Jason Lusty, new SEAT Global Marketing Director

- **As of July 1st, Jason Lusty is replacing Susanne Franz, who is taking over as Head of Brand Communication and Content Marketing at AUDI AG**
- **Lusty has developed his professional career in advertising agencies, and has been Head of Marketing at Audi in Germany since 2015**
- **He is joining SEAT to boost brand management in a period that is being defined by the transformation of the automotive sector and new digital platforms**

Martorell, 06/06/2019. Jason Lusty (St Albans, United Kingdom, 1970) has been named SEAT's new Global Marketing Director beginning July 1st. Lusty is replacing Susanne Franz, who will become the Head of Brand Communication and Content Marketing at AUDI AG. SEAT's new Global Marketing Director has developed his career in several advertising agencies, and has been Head of Marketing at Audi in Germany since 2015.

Lusty joins SEAT with the goal of boosting brand management at a time when the automotive sector is undergoing a transformation and committing to new digital platforms. With a degree in Economics and Business Administration from the Johann-Wolfgang Goethe University in Frankfurt, from 1997 to 2015 he held different positions of responsibility in agencies such as Saatchi & Saatchi and DDB in Germany and the UK, where he managed the advertising accounts of Audi and Volkswagen as well as other global consumer brands.

In 2010 he was appointed Global Director of the DDB agency for the Volkswagen brand, and from 2015 until joining SEAT he has been the Head of Marketing at Audi for the German market. Among other projects, in recent years he managed the launch of the Audi e-tron in Germany and boosted the digitalisation of communication both nationally and locally.

“Susanne Franz has done an excellent job in the past four years as Global Marketing Director at SEAT. Her creativity, passion and professionalism have been fundamental in taking SEAT to the next level. SEAT's success and the launch of the new CUPRA brand would not have been possible without the contribution of Susanne”, pointed out SEAT Vice-president for Sales and Marketing and CUPRA CEO Wayne Griffiths.

“Jason Lusty will give us a new boost on the road we have taken in the past few years. One of his key tasks will be to strengthen and establish CUPRA as a stand-alone brand. His 20 years of experience in different advertising agencies and more recently at Audi enables him to combine a global vision of different sectors with an excellent understanding of the automotive industry and future trends”, Griffiths added.

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 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.

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



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