

## The Universitat Autònoma of Barcelona honours Luca de Meo with the University-Business award

- The Social Council of the UAB singles out the President of SEAT for his commitment to a future aimed at innovation and talent
- Luca de Meo: **“The university plays a key role in promoting research and needs more resources”**
- The UAB also recognised journalist Jordi Évole, professor Montserrat Llagostera and Barcelona Council Municipal Manager Sara Berbel

Barcelona, 15/11/2019. The Social Council of the Universitat Autònoma of Barcelona (UAB) has presented Luca de Meo with the University-Business award in recognition of his leadership of SEAT, with a distinct focus on generating economic, technological and sustainability value. The UAB underscored the momentum gained by the company in today’s globalised 4.0 world under the chairmanship of Luca de Meo, as well as his commitment to a future aimed at innovation and talent.

The President of the Spanish company accepted the award from UAB Social Council President Gabriel Masfurroll and UAB Rector Margarita Arboix in the framework of an event held at the Sant Pau Historical Modernist Complex in Barcelona. The UAB has also presented journalist Jordi Évole with the University-Society award, while the UAB Alumni award and the UAB Transfer award went to Barcelona City Council Municipal Manager Sara Berbel and Microbiology Professor Montserrat Llagostera, respectively.

University-Business, a cooperative relationship

The award winners participated in a symposium to debate the role of universities in the knowledge society and collaboration with the business environment and other social agents. Luca de Meo emphasised that **“the major challenge facing developed countries is to increase the funding they allocate to innovation.”** In this sense, the President of SEAT pointed out that **“the university plays a key role in promoting research in a rapidly changing world and therefore needs more resources.”**

Speaking about the relationship between universities and business, Luca de Meo stated that **“Europe lacks a clear vision for transferring knowledge. Today’s professional skills will not be the same in the future and universities will no longer only prepare young people. In upcoming years, they can become a platform to connect generations.”**

More than 25 years dedicated to the car industry

Luca de Meo has been the President of SEAT since November 2015 and he also chairs the Board of Directors of CUPRA and SEAT Metropolis:Lab Barcelona; he is the director of XMOBA and Chairman of the Board of Directors of Volkswagen Group Spain Distribution, as well as the Head of the Volkswagen Group in Spain.

Luca de Meo has more than 25 years’ experience in the car industry. He has worked for ten

brands from four automotive groups and has participated in the launch of more than 50 models. Under his leadership, SEAT has launched the biggest product offensive in the history of the company and significantly boosted its financial and commercial results.

SEAT is the only company that designs, develops, manufactures and markets cars in Spain. Member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), exports the 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 over 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 electric, SEAT's first 100% electric car, in Slovakia.

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

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