

## Luca de Meo, Medal of Honour for Business Person of the Year

- Foment del Treball distinguishes the President of SEAT for his professional career and leadership in heading the company
- Luca de Meo: **“We must work to ensure the car industry remains an economic and social driver”**

Barcelona, 19/11/2019. Foment del Treball has awarded SEAT President Luca de Meo with the Business Person of the Year Medal of Honour. The distinction, given every year by the employer’s association since 2007, recognises his leadership at the helm of SEAT as well as his strategic vision. Luca de Meo received the medal from Foment del Treball President Josep Sánchez Llibre at the celebration of the 12th edition of the Medals of Honour and Carles Ferrer Salat Awards, which the association gives to people and companies that have excelled in business.

Foment del Treball pointed to Luca de Meo’s professional career and underscored his leadership of SEAT, which has led to the company achieving the best results in its history, with sales of 518,000 vehicles and a profit of 294 million euros in 2018. Likewise, it emphasised his disruptive vision for using a new concept of mobility, connectivity and creative innovation to transform vehicles.

Speaking after accepting his medal, de Meo acknowledged the association for the award and pointed out that “SEAT is at its best moment today since its creation nearly 70 years ago, with record profit and sales figures. Our company is capable of generating economic and social value. We are the leading Spanish industrial exporter, the largest industrial investor in R&D, the leading carmaker and we generate 15,000 direct jobs, which rises **to 100,000 if we factor in all indirect jobs.**”

The President of SEAT emphasised the fundamental contribution of the car industry to the Spanish economy. **“This sector is a key player for the country’s prosperity. The challenge we face in upcoming years is to keep the miracle of the Spanish auto industry going”.**

In this sense, Luca de Meo underscored that **“from now on we must work to transform a traditional sector into an environment that is multidisciplinary and flexible while maintaining its position as an economic and social driver. The new mobility ecosystem requires understanding and dialogue among the Administration, carmakers and business sectors such as energy and telecommunications, which have recently joined the automotive value chain.”**

The automotive world, **Luca de Meo’s** vocation

Luca de Meo has been the President of SEAT since November 2015. Born in Milan, Italy, in 1967, he holds a degree in Business Administration from Milan’s Bocconi University. With more than 25 years’ experience in the car industry, de Meo has worked for ten brands from four automotive groups and has participated in the launch of more than 50 models. Under his leadership, SEAT

launched the biggest product offensive in the history of the company and achieved its best financial and commercial results.

Luca de Meo also chairs the Board of Directors of CUPRA and SEAT Metropolis:Lab Barcelona; he is the Administrator of XMOBA, SEAT's mobility service subsidiary, and Chairman of the Board of Directors of Volkswagen Group Spain Distribution, as well as the highest representative of the Volkswagen Group in Spain.

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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