

SEAT: 70 years in figures

In SEAT's 70-year history, we can summarise the company's evolution with some key figures: Important years, data on iconic models, curiosities about the development, production and sale of these vehicles. Milestones that have marked the history of the brand. These are SEAT's 70 years in figures.

794,406

SEAT 600s sold

1965

The year when SEAT made its first foreign sale. Destination: Colombia

2,200,000

SEAT Leon units sold since its launch

1984

The year the first SEAT Ibiza was presented

10.5

Kilometres of train tracks that join the Martorell factory with the Port of Barcelona for the transport of export vehicles

1982

The year a SEAT Panda was adapted for Pope John Paul II's Popemobile

1986

The year SEAT became part of the Volkswagen Group

5,000

Kilos of clay needed to sculpt the initial prototypes of a new vehicle model

70,000

Direct and indirect jobs currently generated by SEAT

80

Countries where SEAT exports to

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), exports 81% of its vehicles, and is present in more than 75 countries. In 2019, SEAT sold 574.100 cars, the highest figure in its 70-year history, posted a profit after tax of 346 million euros and a record turnover of more than 11 billion euros.

In 2019, SEAT allocated 1.259 billion euros to accelerate its investment programme, mainly for the development of new electrified models. In addition, and as part of its commitment to decarbonisation, it invested 27 million euros in sustainable initiatives and is working on an ambitious environmental strategy, called Move to Zero, which aims to make Martorell a zero-carbon footprint plant by 2030.

SEAT 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.

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