

Jorge Díez named SEAT's new Design Director

- He will lead SEAT and CUPRA design, starting on the 1st December
- Díez has extensive international experience, and from 2011 to 2014 he was **SEAT's** Head of Exterior Design
- He designed iconic models such as the third-generation SEAT Leon, the second-generation Audi TT and the first-generation Audi A7

Martorell, 20/10/2020. Jorge Díez has been appointed as SEAT's new Design Director, as of the 1st December. Díez is a designer with extensive international experience spanning almost 20 years. He led SEAT's Exterior Design department from 2011 to 2014, and has also worked at the Audi and Volkswagen headquarters in Germany. In his new position, he will report to the company's Executive Vice-President for Research and Development, Dr. Werner Tietz.

Jorge Díez has held the position of Vice-President of Mitsubishi Motors Design Europe since July 2019. During his previous time with the brand Head of SEAT Exterior Design, he was one of the authors of iconic models from the Barcelona brand such as the third-generation SEAT Leon, the fourth-generation SEAT Ibiza and the SEAT Ateca, the first SUV in the history of the carmaker. During his time at Audi, he created models such as the second-generation Audi TT and the first-generation Audi A7.

SEAT President Wayne Griffiths highlighted that **"Jorge Díez is one of the most** talented designers in the automotive industry. His signature is on many of our key cars from the last decade, such as the Leon, the Ateca and the Ibiza, and **it's great news that he's** returning to SEAT. His international experience, the inspiration from Barcelona and the values of the SEAT and CUPRA brands will be reflected in the models we will be launching in the coming years."

SEAT Executive Vice-President for Research and Development Dr. Werner Tietz stated that "it is a pleasure to welcome Jorge Díez back to lead our design team. With his expertise and commitment, an outstanding design language is ensured for the future SEAT and CUPRA models."

Jorge Díez is a technical engineer in Industrial Design from the Cardenal Herrera University of Valencia and holds a Master's degree in Car Design from the Polytechnic University of Valencia and a Master's degree from the London Royal College of Art.

SEAT's new Design Director has spent almost his entire career in Exterior Design. Díez worked for seven years at Audi in Ingolstadt, and in 2008 he joined SEAT's Exterior Design department. In 2010, he was appointed Senior Designer at Volkswagen in Wolfsburg, and a year later he was promoted to Head of SEAT Exterior Design. Díez returned to Audi in 2014 as Director of the Automotive Konzept Design in Munich, and worked for brands such as Audi, Lamborghini and Ducati. Three years later, he was promoted to Head of the Audi's Studio 4 Exterior Design. In July 2019, he was appointed Vice-President of Mitsubishi Motors Design Europe, a position he held until joining SEAT.

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), sells vehicles under the SEAT and CUPRA brands, while SEAT MÓ covers urban mobility products and solutions. SEAT exports 81% of its vehicles, and is present in more than 75 countries. In 2019, SEAT sold 574,100 cars, posted a profit after tax of 346 million euros and a record turnover of more than 11 billion euros.

SEAT employs over 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the 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. These plants are joined by SEAT:CODE, the software development centre located in Barcelona.

SEAT will invest 5 billion euros through to 2025 in R&D projects for vehicle development, specially to electrify the range, and to equipment and facilities. The company aims to make Martorell a zero carbon footprint plant by 2050.

SEAT Communications



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



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



SEAT Mediacenter