



25 years after Barcelona'92

Cars with the Olympic spirit

- / **SEAT committed itself to Barcelona'92 with three special models, 2,000 cars for the Olympic family and training for the 30,000 volunteers**
- / **The Ibiza was selected as the official car of the Olympic Games**
- / **Two versions of the Toledo were made: a Podium edition for the Spanish medallists and an electric variant, which led the torch relay and the Marathon event**

Martorell, 12/07/2017.— On 25 July 1992 hundreds of millions of people had their eyes fixed on Barcelona. The Olympic Games had just begun and more than 12,000 athletes were competing. The city opened its arms to the huge Olympic family with 30,000 volunteers trained by SEAT. It was a formidable logistics challenge that involved shuttling hundreds of athletes, organisers and journalists every day in a fleet of 2,000 company cars. Among these, the brand's most iconic model, the SEAT Ibiza, was selected as the official car of the Games. Below are a few notable facts about those models with the Olympic spirit.

-The Olympic Ibiza: A special series of the white Ibiza, customised with the Olympic rings and the Barcelona'92 logo, became the official car of the Games. The Olympic Ibiza features in the rich history of the SEAT Ibiza, which is currently the brand's icon and now in its fifth generation, with more than 5.4 million units sold.

-A Toledo fit for a winner: Only 25 units of this special version of the Toledo were made, and the brand gave one to each of the 23 Spanish athletes who won a medal. It featured navy blue paint and exclusive detailing, such as a portable telephone in the armrest and wood inserts in the steering wheel.

-Leading the way in the torch relay: The organisers of the Games asked SEAT for a specific model to accompany the athletes during the torch relay and the Marathon event. The result was an electric Toledo that featured a plug in charger concealed behind the front grille and a set of batteries that weighed 500 kilos which gave it a range of 65 kilometres.

-2,000 cars for the needs of a large family: 400 volunteers were responsible for driving a fleet of 2,000 Ibiza and Toledo cars around the Olympic Village. The fleet was used to shuttle athletes, delegates and accredited journalists to and from the different sports facilities during the Games.



-Collector's items: the SEAT historic collection contains a perfectly preserved model of the Olympic Ibiza, an electric Toledo and two units of the Toledo Podium, all assets that represent the brand's living history.

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 more than 80% of its vehicles, and is present in over 75 countries. In 2016, SEAT achieved worldwide sales of 410,200 units, the highest result since 2007.

SEAT Group employs more than 14,000 professionals at its three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza and Leon. Additionally, the company produces the Ateca and the Toledo in the Czech Republic, 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 digitisation process to promote the mobility of the future.

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