



GUINNESS WORLD RECORD for the largest gathering of SEAT 600s

## Mission accomplished: more than 600 SEAT 600s

- / **The SEAT 600 sets a world record with the largest ever rally of the iconic Spanish model at the Circuit de Barcelona-Catalunya track in Montmeló**
- / **787 vehicles and an amazing family photo, which has now been included in the GUINNESS BOOK OF RECORDS**
- / **Luca de Meo and Mikel Palomera collected the record certificate which was presented by the GUINNESS WORLD RECORDS adjudicator**
- / **More than 4,000 attendees enjoyed a variety of activities to mark the end of the SEAT 600's 60th anniversary celebrations**

**Martorell, 10/09/2017.** – SEAT has set a new GUINNESS WORLD RECORD with the organisation of the largest gathering of 600s in its long and enduring history, dating back to its launch in 1957. 787 SEAT 600 (Nicknamed “pelotillas”) came together at Montmeló the Circuit de Barcelona-Catalunya for the closing ceremony of the SEAT 600's 60th anniversary celebrations.

The proud SEAT 600 owners responded to the call to make this event a resounding success: with registration reaching maximum capacity in just 2 months, 774 owners taking part and more than 4,000 visitors coming along to enjoy the stirring tribute the Spanish manufacturer wanted to make for the car that put Spain on wheels and bring the 60th anniversary celebrations to an end in spectacular style, topped off, of course, with a well-deserved birthday cake.

It was an impressive sight to see so many SEAT 600s gathered in one place and, as a result of fastidious care and attention from their owners, all in perfect working order, despite being a mass-marketed car that has been on the road for somewhere between 40 and 60 years.

Addressing event attendees, SEAT Chairman, Luca de Meo, who collected the official GUINNESS WORLD RECORDS certificate from the organisation's adjudicator, said, **"The 600 is a deeply-rooted part of Spain's history, a vehicle that provided the impetus for the country's motorisation during an important period of development. With its manufacture, SEAT became one of the cornerstones of Spanish industry, as it is today."**

The CEO of SEAT Spain, Mikel Palomera, also participated in the rally with his own 600, lining up alongside the many 'Seíta' (Baby Seat) owners and enthusiasts, such as the private SEAT 600 clubs. In his speech in which he thanked everyone for their involvement, he commented, **"For the people of Spain, the 600 is the car that brought families and towns closer together and provided mobility for many who, for the first time ever, were now able to travel around at**



**their leisure. I am here among friends and other enthusiasts with my own 600 to enjoy this great tribute to the car that put Spain on wheels."**

Without a doubt, the most anticipated and exciting part of the day, brought about thanks to all the participants, was the gathering of the 600s as they made their way out onto the Barcelona-Catalunya circuit, ending with and incredible family photograph.

Both participants and attendees were able to enjoy a day of celebrations with shows and musical performances throughout the day, including entertainment from the Guateque Group among others, reflecting music both past and present. Refreshments were on hand to recover from the dancing and partying, with a wide variety of gastronomic delights served up by the ever superb food trucks. Other attractions included a motor and vintage product market, a playground for children and exhibitions that lined up the most emblematic classic models from the company's past alongside the current SEAT range. A wider, updated range following the launch of the Ateca, the Leon and the Ibiza, to which the Arona can now be added. And is ready to be one of the stars of the Frankfurt Motor Show, which gets underway next Tuesday.

A fitting conclusion to the celebrations commemorating the 60th Anniversary of the SEAT 600, the car that provided the impetus for the motorisation of Spain and was thus responsible for uniting the families, towns and cities of a nation.

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 81% of its vehicles, and is present in over 80 countries through a network of 1,700 dealerships. In 2016, SEAT obtained an operating profit of 143 million euros, the highest in the history of the brand, and achieved worldwide sales of nearly 410,000 vehicles.

SEAT Group employs more than 14,500 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 digitalisation process to promote the mobility of the future.

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