

SEAT brings together 5700 professionals from its international commercial network in the PortAventura Convention Centre

PortAventura Convention Centre hosts SEAT's training days for the second time, reaching a record number of participants.

The brand organised training aimed at the dealership network from more than 50 countries, ready for the launch of the new Ibiza.



PortAventura Convention Centre, 16/06/2017. - A total of 5700 sales and after-sales consultants from more than 50 countries have taken part in training days, which end today at the PortAventura Convention Centre. This figure represents a record number of participants in a conference designed specifically for the international commercial network to mark the launch of the new SEAT Ibiza.



During the event, training activities and workshops were held in the different rooms of the PortAventura Convention Centre, where participants had a deep immersion of 24 hours in the "Ibiza universe" under the tagline #startmoving.

The attendees, who participated in the event in groups of 300 people, stayed at Hotel PortAventura, located just 100 metres from the convention centre, and enjoyed an evening with a decidedly Mediterranean flavour at the exclusive Lumine Beach Club, overlooking the sea.

The entire Convention Centre was arranged into areas for work groups, exhibition of the new vehicle, comparative sessions with competing models, as well as relaxation and discussion zones, where the SEAT brand and its new IBIZA were the protagonists.

In addition, the large terraces surrounded by lush Mediterranean vegetation were used for coffee breaks with virtual reality games available for attendees to try out during the breaks.

Various exterior spaces have made it easier to accommodate the number of vehicles needed for the scenic drive (up to 90 cars), with sufficient room for car maintenance and cleaning zones.

Some interesting facts about the event:

- It took 500 people to set up the event
- 22,000 bottles of water were consumed
- 240 cars were used, of which 64 were located inside the Convention Centre
- The event generated 6000 room nights
- The entire event has taken 6 weeks, from setup to takedown

Christina Nerlich, Brand Experience manager, said **“We chose the PortAventura facilities due to their excellent connections with both Barcelona Airport and Reus Airport, among other reasons. The convenience of having all the services that we needed in the same complex is also a positive factor.”**

Laura Valdeolivas, Director of PortAventura Business & Events, commented **“It has been a very rewarding experience for us to work with the SEAT team again in a training event of such magnitude. Customer loyalty is one of our main objectives”.**

About SEAT



SEAT is the only company that designs, develops, manufactures and markets cars in Spain. A part of the Volkswagen Group, this multinational based in Martorell (Barcelona) exports 81% of its vehicles and operates in more than 80 countries through a network of 1700 dealerships. In 2016, SEAT achieved an operating profit of 143 million Euros, the highest in the history of the brand, and sold almost 410,000 vehicles.

The SEAT Group has more than 14,500 professionals and three production centres: Barcelona, El Prat de Llobregat and Martorell, where the best-selling Ibiza and León are manufactured. The company also produces the Ateca and Toledo in the Czech Republic, the Alhambra in Portugal and the Mii in Slovakia. The multinational has a Technical Centre that is configured as a knowledge hub that welcomes 1000 engineers working to develop the innovation of the first industrial investor in R+D+i in Spain. SEAT already offers the latest connectivity technology in its range of vehicles and is immersed in a process of global digitalisation of the company to boost future mobility.

About PortAventura Business & Events

Everything your company needs to turn any event into a complete success is within your reach at PortAventura Business & Events: PortAventura Convention Centre is spacious, versatile and fully equipped with cutting-edge technology and 18 multi-functional rooms with the capacity to hold up to 3000 people at any one time within a surface area of 13,000 m². Four 4-star hotels and one 5-star hotel (Mansión de Lucy) with a total of more than 2100 rooms throughout the resort. High-quality onsite catering facilities, at over 30 restaurants. Ferrari Land, a new venue for special events. PortAventura Park, a leisure park with different theme areas that can be reserved exclusively for your enjoyment. Golf and Teambuilding activities, shows... all immersed in the charm of a Mediterranean setting.

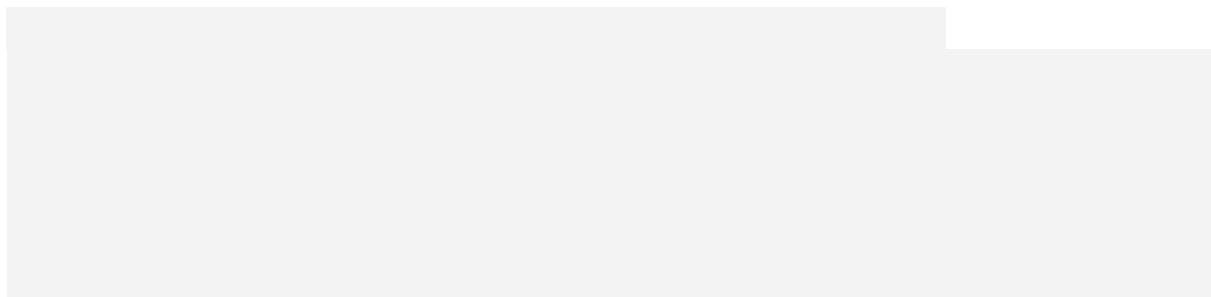
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