

SEAT collaborates with Red Cross to help neediest families at Christmas

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SEAT employees in Spain have collaborated in a Red Cross Solidarity campaign of food and toy collection targeted at preventing social exclusion and poverty.

Under the slogan 'We are SEAT, we show Solidarity', the brand encouraged the 14,000 staff comprising the SEAT Group workforce to participate in the initiative.

It's a programme that is more necessary than ever due to the worsening quality of life that many families are suffering as a result of the current economic crisis.

For one week - and thanks to the assistance of Red Cross volunteers - SEAT (<http://www.seat.co.uk/content/uk/brand/en.html>) employees handed in their contributions at the various collection points provided by the company. These were situated at the company's production facilities in Martorell, Barcelona's Zona Franca and Prat de Llobregat, as well as its Madrid offices.

All told, some 250 new educational toys and more than two tonnes of food - mainly non-perishables such as pasta, rice, oil or pulses - have been collected by the car manufacturer (<http://www.seat.co.uk/content/uk/brand/en/company/we-are-seat.html>).

In addition to organising the logistics and alerting employees through in-house communication channels, SEAT has also invited its suppliers to join this act of solidarity, and itself has made an additional financial contribution to the Red Cross (<http://www.redcross.org.uk/>) to support the financing of projects to tackle poverty and social exclusion.

SEAT President James Muir has highlighted the importance of the workforce's participation: "At SEAT we are committed to tackling social problems, particularly concerning those people most affected by the economic crisis. Every contribution, no matter how modest, is of great help, and shows the involvement and solidarity of everyone in pulling through the difficult times we are living in."

Spanish Red Cross Vice-President Manuela Cabero Morán reiterated that the Red Cross's priority is, "to attend to those people who are in a situation of extreme vulnerability, such as families where all members are unemployed, or children living in poor households.

"We have launched a special appeal aimed at reinforcing our capacity to respond to an increasing number of persons who find themselves in these circumstances," she added.

The Red Cross provides social services for two million people in Spain. By launching this global appeal, which SEAT has joined in with, the organisation aims to help a further 300,000 people.

About SEAT:

SEAT is the only company in its sector with the full-range capacity to design, develop, manufacture and market cars in Spain. A member of the Volkswagen Group, the multinational has its headquarters in

Martorell (Barcelona), exporting 80% of its vehicles to 75 countries. In 2011 SEAT had a total number of more than 5 billion euros, with overall deliveries amounting to 350,000 units.

SEAT Group employs more than 14,000 professionals at its three production centres in Barcelona- Zona Franca, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza and Leon, amongst other models. Additionally, the company produces the Alhambra in Palmela (Portugal), the Mii in Bratislava (Slovakia) and the new Toledo in Mladá Boleslav (Czech Republic) at Volkswagen Group plants.

The Spanish multinational also has a Technical Center, a “knowledge hub”, bringing together more than 900 engineers whose goal is to be the driving force behind innovation for the number one industrial investor in R&D in Spain. In line with its declared commitment to environment protection, SEAT undertakes and bases its core activity on sustainability, namely reduction of CO2 emissions, energy efficiency, as well as recycling and re-use of resources.

PR Contact:

Mark Nichol

Press and Public Relations

SEAT UK

Delaware Drive

Blakelands

Milton Keynes

MK14 5AN

01908 548077

www.seat.co.uk