

**Press release**  
Barcelona, 29.06.2006



## **NEW APPOINTMENT AT SEAT**

### **Isabel Videira, Director of Communication**

SEAT's Executive Committee has appointed Isabel Videira new Director of Communication. Full name Isabel Pignatelli Videira, the new incumbent will be taking up her responsibilities on 1<sup>st</sup> July, and will replace Mário Guerreiro, who will be moving to the AUDI AG as its Director of Communication on the West Coast of the United States.

Isabel Videira has spent most of her long career in the automotive industry. She started at General Motors Portugal in 1982, and later went on to the company's headquarters in Detroit where she held several posts of responsibility in the areas of International Public Relations.

In 1987 she joined Ford, where over a period of 17 years she occupied posts of responsibility in Marketing, Public Relations and Communication for Ford Lusitania (Portugal), Ford Spain and Ford Europe (UK). In 1999 she took on the top job in Public Relations and Communication at Ford Spain and Southern Europe (Spain, Portugal, France and Italy) until 2004, when she was appointed Assistant Director at the Caixa Galicia savings bank and held the top post within its Communication and Corporate Affairs section.

Lisbon-born Isabel Videira holds a degree in economics which she started at the University of Geneva, Switzerland, and finished at the Portuguese Catholic University of Lisbon. As someone who has experienced all facets of the world of the automobile— manufacture, market and sport —Isabel Videira has in-depth knowledge of and great enthusiasm for the sector. In her own words "Coming to SEAT at such an exciting time in its history means a challenge I shall take up with tremendous commitment. Being on the team of a company with so much history but at the same time with so much ahead of it is a great honour and something I will devote all my energy to from this moment forward".

The Executive Committee also used the occasion to thank Mário Guerreiro for his unstinting devotion to the company and success as SEAT's Director of Communication over the past eight years.