



With his SEAT Mii

Young-spirited at 94

- / Ireland's Michael Kearns, 94, has just bought himself a SEAT Mii
- / This retired postman is looking forward to roaming around freely in his new car

Martorell, 09/07/2015. - At 94, Michael Kearns has no intention of giving up his trips to the beach, visiting family or attending church practically on his own in the small Irish village of Killeagh, where he lives. That's why he's just bought himself a SEAT Mii, which gives him the freedom of movement he craves.

Despite his age, this retired postman has opted for a modern, highly practical urban model. After confessing that it's not that common to see a person in his 90s at the wheel of a car, Michael Kearns points out that he chose this functional utilitarian to cover short distances.

This man, who has become SEAT's most veteran customer in Ireland, admits that even when he has nowhere specific to go, he sometimes drives just for the heck of it. **"I really enjoy driving"**, he concludes with a smile.

The SEAT Mii is an urban car that combines state-of-the-art technology with low fuel consumption. Available in 3 and 5 door body styles and featuring 60 and 75 PS 1.0 litre petrol engines (also in their frugal Ecomotive variants), it is one of the brand's most practical and most versatile utility vehicles.

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 more than 80% of its vehicles, and is present in 75 countries. In 2014 SEAT achieve worldwide sales of 390,500 units.

SEAT Group employs 14,000 professionals at its three production centres – Barcelona, 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 Toledo in Mladá Boleslav (Czech Republic).

The Spanish multinational also has a Technical Center, a 'knowledge hub', bringing together 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 environmental 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.



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