March 2026

Audi in Spain (Martorell)

Facts & Figures (as of December 31, 2025)

- Audi production start: 2011
- Production (2025): 72,236 automobiles
- Managing Director: Jose Arreche

Current model series at location

Audi A1

Profile of location

Various Audi models have been built at the SEAT S.A. site in Martorell near Barcelona since 2011. The Audi Q3 was produced here until summer 2018. Production of the Audi A1 Sportback* in Martorell began in October 2018. A1 production totaled 72,236 units in 2025.

The new generation of the sporty compact model A1 Sportback* is being made exclusively at the SEAT & CUPRA plant and distributed to all the markets where it is sold. The A1 is making a positive contribution to the factory's export volume, which is above 80 percent.

The Audi A1, the second premium model made in Spain following the production success of the Audi Q3, is being made using the MQB A0 platform. The Audi A1 allows to enhance synergies and efficiencies with the models that share its platform in Martorell, the SEAT Ibiza and Arona.

Sustainability

SEAT & CUPRA continues to advance toward more sustainable production. Since 2010, the company has reduced the environmental impact of its facilities by 57%, with improvements in its production processes leading to a 75% decrease in carbon emissions, a 37% reduction in energy consumption, and a 55% drop in water use.

As part of its ongoing commitment to renewable energy, SEAT & CUPRA has begun installing 39,000 new solar panels, tripling its capacity to generate its own renewable energy. This expansion will add 21 MW of power and produce 29 million kilowatt-hours (kWh) annually. The company also introduced a cutting-edge KTL oven at its Martorell plant – Volkswagen Group's first all-electric transversal paint-drying oven.

**The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*

This advanced system is 42% more compact than conventional ovens, reducing heat loss and saving 2,500 tons of CO_2 emissions per year. Moreover, 2025 saw SEAT & CUPRA reinforce its commitment to sustainability with the launch of the new Circular Economy Hub, a circular economy plant in Barcelona's Zona Franca. As part of its transformation process, the company has adapted its facilities to establish a vehicle dismantling center and a parts and components recovery and recycling hub.

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About Audi

Audi drives transformation and shapes the mobility of tomorrow – with intelligent, electric products.

The premium automotive brand is available in more than 100 markets. Its global production network spans 22 sites in 13 countries. **Vorsprung durch Technik** unites more than 88,000 employees. With courage, passion, responsibility, and trust, they are reinterpreting more than 100 years of automaking tradition for the future. In 2026, Audi is entering Formula 1 with a factory team in a bold expression of its motorsports DNA.

The Audi Group also includes the supercar manufacturer Lamborghini, the luxury brand Bentley Motors, and the motorcycle maker Ducati.

Learn more about the Audi Group here.

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Fuel/electric power consumption and emissions values of the models named above:

Audi A1 Sportback
Combined fuel consumption in l/100 km: 6.5 – 5.2 (36.2 – 45.2 US mpg);
combined CO_2 emissions in g/km: 149 – 118 (239.8 – 189.9 g/mi); CO_2 classes: E – D