



Experiencing a car through all five senses

## Adding the perfect touch to every car

- / **A dedicated team at SEAT works exclusively on studying the sensations customers perceive when touching elements of a car**
- / **More than three years of study goes into ensuring that drivers appreciate the highest precision and quality feel before a car is placed on the market**

**Martorell, 13/04/2016. - “This material feels smoother to me. The feeling is much more pleasant than the first one”** states Sara, who is participating in a blind test conducted by Raúl Funes, an engineer in the SEAT Haptics department (interaction involving touch). There is a group of professionals at SEAT who are devoted to studying and perfecting the sensations felt by users when they touch the interior elements of a car.

The work carried out by Raúl and his team involves the “material world” and sense perceptions. Although it may seem somewhat subjective and difficult to assess, in fact everything is perfectly gauged: **“We put in more than three years of work before a car goes on sale”**, explains Raúl. In order to increase the objectivity of sensorial opinions, we carry out more than 150 blind tests on car parts every year: **“We blindfold the person performing the test so they can fully concentrate on tactile inputs. This is an example of how we analyse and scale the glide factor and consistency of certain materials”**.

And what is the purpose of all this testing? To offer a feeling of authentic quality through the use of touch. **“Whichever button people touch, they all have to offer the same feeling of consistency. The results of our work can be felt in the small details and overall impression given by the car”**.

Haptics is in constant evolution and also adapts to the technologies of the future. Nowadays, the trend is for individual buttons to disappear now that touchscreens are gaining in popularity. In this sense, Raúl’s department is focussing on defining the amount of pressure that customers have to apply to the screen or on making sure that the layout of all elements is consistent with natural human movement. Likewise, another area they work on with haptics is in defining the spaces to house objects commonly used by drivers, such as a phone, umbrella or laptop. The objective is to design a logical and useful space for storing items, bring spatial order to the interior of the car and ensure functionality.

Achieving the perfect surface feel that a car should provide to its customers is truly a **“one-of-a-kind job”**, says Raúl. So much so, that every time he explains what he does, he gets asked **“do people really scrutinise every little detail on a car?”**



**SEAT** is the only company that designs, develops, manufactures and markets 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 over 75 countries. In 2015, SEAT's turnover amounted to over 8.3 billion euros, the highest in its history, and the company achieved worldwide sales of more than 400,000 units for the first time since 2007.

SEAT Group employs more than 14,000 professionals at its three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza and Leon. Additionally, the company produces the Alhambra in Portugal, the Mii in Slovakia and the Toledo in the Czech Republic.

The multinational has a Technical Centre, which operates as a knowledge hub that brings together 1,000 engineers who are the driving force behind innovation for Spain's largest industrial investor in R&D. In line with its declared commitment to environmental protection, SEAT undertakes and bases its activity on sustainability, namely the reduction of CO2 emissions and energy efficiency.

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