



A world first

## SEAT becomes the first carmaker with a CarPlay app for iPhone in the App Store

- / The DriveApp makes connectivity and the driving experience much easier
- / The app allows you to view and manage the content of an iPhone inside the car
- / SEAT continues to promote the creation of a mobility ecosystem

**Martorell, 12/08/2016.** - SEAT has taken another step further in car connectivity after becoming the first brand in the industry worldwide to feature an app that is compatible with CarPlay. The iOS-developed SEAT DriveApp is now available in the App Store and allows you to view and manage the content of the app installed in an iPhone on the screen of the car. The app is already available in Spain and in the next few weeks will reach the rest of markets where SEAT operates.

With the SEAT DriveApp, customers can access full vehicle status data to facilitate their driving experience. In this sense, indications include scheduled maintenance visits, tyre pressure or available offers in the nearest dealerships. The app will be updated in the next few weeks with even more features and services.

The SEAT DriveApp has been wholly developed at the SEAT Technical Centre, which is the technological driving force of the Spanish multinational that is fostering connectivity. SEAT aims to lead the creation of a mobility ecosystem and transition from being a business that is focussed on manufacturing and marketing vehicles to a provider of mobility services.

The company already offers FullLink technology for CarPlay compatible iPhone models and Android devices on all the brand's Connect version line-up. Connectivity on SEAT models is enormously beneficial to drivers as it enables them to know the status of their vehicle wherever they are and remain connected to social media while driving in a completely secure manner.

SEAT was the first company to launch Smartphone Integration technology that is compatible with CarPlay, Android (AndroidAuto) and MirrorLink, and for the past two years has participated at the Barcelona Mobile World Congress.

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 Ateca and the Toledo in the Czech Republic, the Alhambra in Portugal and the Mii in Slovakia.

The multinational has a Technical Centre, which operates as a knowledge hub that brings together 1,000 engineers who are focussed on developing innovation for Spain's largest industrial investor in R&D. SEAT already features the latest connectivity technology in its vehicle range and is currently engaged in the company's global digitisation process to promote the mobility of the future.

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