

New commitment to co-creation

Limbering up for the Musicathon

- / **14 teams from seven countries will participate in the final in Berlin, where the three winners will be announced**
- / **The competition drew 1,185 participants who created nearly 2,000 musical pieces, which confirms the strength of this co-creation concept**
- / **The winners will collaborate with SEAT and music industry experts in designing SEAT's musical logo**

Martorell, 02/05/2016. – Berlin is all set to welcome the final of the SEAT Musicathon music competition from 6 to 8 May with a creative marathon session lasting 36 hours. 14 teams of finalists will do their best to finish in the top three and ultimately collaborate with SEAT and industry experts in designing the brand's definitive mogo.

The competition drew a total of 1,185 competitors who came up with 1,924 original musical compositions. The finalists were chosen from each of the countries that participated in the contest (Spain, Germany, United Kingdom, Italy, France, the Netherlands and Mexico) with their musical answer to the question “How would Barcelona sound if it were a piece of modern music?”

Once in Berlin, the finalist musicians will have 36 hours to compose a piece of music that responds to the brief announced by SEAT. That piece, along with the previous one begun before the final that will be completed in Berlin, will decide the three winners of Musicathon. The final will be held at the nHow Hotel, Europe's first music lifestyle hotel, with the goal of inspiring the participants.

The three winning teams will each receive a cash prize and a trip to Barcelona and Los Angeles. In Martorell, the winners can visit the SEAT facilities and meet with the team that will develop the SEAT Sound System. They will also spend five days in Los Angeles at a famous recording studio, collaborating with sound branding professionals on the development of SEAT's musical logo.

The Musicathon is the second time that SEAT has relied on co-creation, following the success of last year's Archithon held in Barcelona with 40 German and Spanish architecture students, which led to the development of el [SEAT's digital museum](#).

For its Musicathon, SEAT has partnered with top names of the music scene such as Abbey Road Institute, Roland, Epiphone or KRK Systems.



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.

SEAT Communication

Ricard Alonso

TV & Multimedia

T / +34 93 708 59 52

ricard1.alonso@seat.es

Elisabet Anglada

Digital & Multimedia

T / +34 93 708 51 88

elisabet.anglada@seat.es

<http://seat-mediacenter.com>

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