



From Barcelona, in real time

The SEAT Live Store is launched as the first virtual showroom

- / The brand offers customers an online product demonstration experience for the first time
- / SEAT experts guide users through a video call, highlight the features of the vehicle and provide immediate answers to all questions
- / The new initiative complements the launch of the Ateca, which will be available in dealerships beginning in June

Barcelona, 27/05/2016. - SEAT is offering potential customers a virtual showroom experience for the first time. Through the pioneering SEAT Live Store platform, SEAT experts take users on a personal, step by step visual tour to discover all the features of the new SEAT Ateca, at any time and from any place. With this innovative online communication system, the brand is taking the user experience to the next digital level, designed to make it easy for customers to select a car. This project falls within the scope of the digital transformation that the company is undergoing.

During the video call, a SEAT expert in the showroom takes the user around the interior and exterior of the cars with twelve stationary and four mobile cameras, all while answering questions related with equipment, technology and design of the Ateca as well as the Leon and the Ibiza, the three models available on this platform. In addition, any specifically requested feature can be highlighted, online product videos are readily available, the vehicle can be configured in real time and the nearest dealer can be located. The online showroom set is located in Barcelona and has been designed to serve the Spanish and German markets.

According to Gert-jan Geerse, head of Retail Development and Customer Experience at SEAT, **"this is a new way to connect with our customers; they can access our virtual showroom from their tablet, mobile phone or computer"**. He adds that **"the SEAT Live Store is a way for customers to make an initial contact, but in order to test drive the car or complete their purchase, we refer them to a dealership"**.

In this sense, the SEAT Live Store in no way substitutes dealers, but is an innovative communication tool that connects dealers to customers with a single click and offers a unique user experience. Following the call, the dealer will get in touch with the customer within 48 hours to arrange a visit or a test-drive.

**SEAT innovates in the area of customer service**

The product demonstration system is integrated in an omni-channel platform which simultaneously synchronises the telephone contact with live video transmission through Internet. The SEAT expert and the online user can browse the Internet, view specific images and videos and transfer documents during the session, all aimed at supporting the online product presentation.

The SEAT Live Store is in operation in Spain and Germany, and to participate in this extraordinary experience you just need to access the webpage in either country (www.seat.es / www.seat.de).

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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