

SEAT's digital generation

SEAT millennials are committed to a flexible, digital, connected company

- / SEAT millennials attend a collaborative digital workshop to define the company's working methods in the future
- / Over 300 innovative ideas focussing on digitisation, connectivity, flexibility and co-creation
- / Transparency, collaboration and simplicity are the main values for SEAT's millennial generation

Martorell, 12/09/2016. - SEAT actively listens to its millennials, who make up 24% of the workforce, and has engaged them to jointly define the company's work methods in the future. For this purpose, a Facebook-based, digital collaborative, disruptive innovation workshop was organised with 32 participants under 28 years of age, who contributed more than 300 innovative ideas. What SEAT millennials want is to work in a fully digital company that is connected and flexible, which leads to initiatives related to developing autonomy and flexibility in space and time, promoting collaborative work, continuous, transversal e-learning as well as encouraging co-creation and internal co-working.

Disruptive workshop

One of the characteristics that define this generation is the massive use of digital technology and intensive communication through online social media, so the workshop was carried out in a Lab work atmosphere focussing on co-working with mobile devices and based on a special Facebook page. At the same time, it included delivering motivational videos inspired by TED Talks as well as live streaming technology with live and online sessions. The 32 young workers participated with tablets and smartphones, and the messages and results were followed on large screens throughout the room. The feedback was instant and linked to generating trending topics for each topic introduced. Under the slogan "The future of work at SEAT", four areas of improvement were analysed: culture and leadership, development and learning, compensation and performance, and work methods.

SEAT Vice-president for Human Resources Xavier Ros later met with some of the millennials who participated in the workshop. **"24% of SEAT's 14,000 employees are millennials and we take an active interest in them"**, said Ros during the meeting. **"For the company, which is immersed in a full-scale digital transformation, our millennials are pivotal for building the company of the future."** **"This is a clear strategy that is currently being implemented, in view of the fact that 53% of the employees hired in 2015 are under the age of 30"**, he added.



What will it be like to work at SEAT in the future

According to the company's youngest employees, digitisation at all levels is what matters the most, and this means having access to technology and connectivity, through the use of collaborative technologies, as well as having greater flexibility in working methods and mobility, transversality or flatter hierarchies. They also pointed out the importance of motivation, in this case related to professional development and continuous, transversal digital learning. They feel it is important to pay attention to diversity and to work on successful products, and were very positive about establishing inclusive systems in internal processes. The necessary business values highlighted by SEAT millennials include transparency, collaboration, simplicity, approachable leaders who are in close contact, and they feel the working style should be fast, agile and with openly available systems.

Continuous active listening

Nowadays, the SEAT millennials' Facebook page is a living tool for the company, where they continue to develop the projects that were initiated in the workshop and share new initiatives.

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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