

Paris Motor Show 2016

The fourth dimension

- / **SEAT presents the new Ateca X-Perience at an innovative stand featuring 4D technology that takes visitors on a virtual tour of Barcelona**
- / **A BitBrain system uses visitor inputs to create their ideal car configuration**

Barcelona, 30/09/2016. – Just as you would expect to see in a cinema, 48 people are waiting for the feature to begin. Sitting in their seats, the spectators are wearing headphones and virtual reality headsets. However, this is no ordinary cinema, but a special projection area on the SEAT stand at the Paris Motor Show. We get to experience the emotions first-hand look!

The session begins and we are transported quite literally to Barcelona, the brand's birthplace. The seats tilt and sway and the spectators' initial reactions include smiles and sounds of surprise and admiration as we are taken on a 4D tour of the streets of Barcelona. The virtual tour also enabled spectators to discover the brand's latest products, such as the new SEAT Ateca X-Perience, a more adventurous, off-road version of the Ateca that is prominently on display in Paris.

But the futuristic experience does not end here. In front of the amphitheatre are three enormous screens and several people are using BitBrain technology to create their ideal car configuration.

A succession of images on the screens shows views of the mountains, the beach, a concert in the Barceloneta district or a siesta in a hammock. Several sensors take readings of the emotion that each image suggests to determine viewers' main character traits and define what the perfect car would be like for the person performing the test.

In the next ten years, the auto industry is going to experience a revolution with innovations that include electrification, digitisation, new mobility services or the connected car. At the Paris Motor Show, SEAT is demonstrating it is ready for the future.

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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