



Musicathon

SEAT puts the final touches on its new sound logo in Los Angeles

- / **The final stage of the Musicathon takes place in the music capital of the world**
- / **The three winners of the competition organised by SEAT have collaborated with industry experts to develop the brand's sound logo**
- / **This initiative consolidates SEAT's commitment to co-creation**

Los Angeles, 07/11/2016. Los Angeles, the recording industry capital of the world, hosted the third and final stage of the Musicathon, the international co-creation competition organised by SEAT to develop the brand's sound logo. In this stage, the winners of the competition, Ariadna Castellano from Spain, Christian Wiercimok from Germany and Tomm Zeskel from Italy, worked side by side with industry experts to put the final touches on their proposal for the company's sound logo.

The result of this co-creation process between the young talents and the SEAT Sound Team will undergo several tests and internal validations before ultimately becoming the sound logo of the Barcelona-based brand.

"We are enthusiastic about the creative outcome, but even more about the journey we have taken to achieve it. Working closely with these three young talents has been an exciting experience of co-creation. The Musicathon is the best proof of why SEAT is an approachable, young-spirited brand", admitted SEAT Marketing director Susanne Franz.

During their stay in Los Angeles, the young talents worked at United Recording, one of the city's most prestigious music studios. In addition, they had a get-together with Ryan Hewitt, Grammy award winner and one of the most renowned producers in the musical scene, who gave the talents some advice on how to express emotions through their music.

The Musicathon is an international co-creation competition organised by SEAT to develop the brand's new sound logo. 1,924 original musical compositions were presented in the first stage by 1,185 competitors from seven countries (Spain, Germany, United Kingdom, Italy, France, the Netherlands and Mexico). Of these, 14 finalists were selected to participate in a 48-hour creative marathon in Berlin, where the three winners were chosen.

After the final in Berlin, the three winners of the Musicathon had the chance to visit Barcelona to get a first-hand look at the SEAT facilities in Martorell and meet the brand's sound experts.



SEAT has partnered with leading music industry greats for the Musicathon such as Abbey Road Institute, Roland, Epiphone or KRK Systems. In addition, each participating country featured a renowned musical ambassador, as was the case of Deparamo in Spain, Martin Eyeler and Tim Schwerdter in Germany, DJ Albertino in Italy, The Avener in France, Leonel García in Mexico and Bloodflower in the United Kingdom.

The Musicathon is the second time that SEAT has relied on co-creation following the Archithon held last year in Barcelona with 40 German and Spanish architecture students, who were challenged with designing the [SEAT digital museum](#).

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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