

Promoting Easy mobility

## SEAT will launch a carsharing service for its employees in 2017

- / The Connected Sharing project makes the corporate fleet available and enables employees to exchange and share vehicles
- / SEAT also presents the Digital Sharing app at the Barcelona Smart City Congress, a digital key adapted to new services in the sharing economy
- / The SEAT stand lets visitors experience a mobility ecosystem based on interaction, integration and cooperation

**Barcelona, 16/11/2016.** - SEAT's shared and connected mobility services take a step forward with the SEAT Connected Sharing project, as in 2017 the carmaker will launch a carsharing service pilot project for its more than 14,000 employees. This project will integrate various transportation solutions based on carsharing and shared transportation. In this sense, SEAT Connected Sharing will make the corporate vehicle fleet available when not being used, in addition to enabling car owners to exchange their vehicles or share them when commuting.

In addition, at this year's edition of the Smart City Expo World Congress, which is being held in Barcelona until tomorrow, SEAT has also presented the Digital Sharing app, which has been developed for sharing economy environments, or peer-to-peer sharing. The app works as a digital key that enables carsharing in private and corporate environments.

The goal of both projects is to make headway in the development of solutions that make carsharing easy. **"The evolution of this kind of technology fosters the concept of Easy mobility that we are working on to provide users and drivers with the easiest solutions imaginable, beginning with SEAT's own employees. Incorporating the scope of carsharing and the possibilities afforded by the sharing economy is a natural evolution of our activity and it aligns with the digital transformation process that we are undergoing"** says SEAT's Digital Officer Fabian Simmer.

These projects are joined by all the other technological innovations presented by SEAT at this edition of the Smart City Expo, such as the Ateca Smart City Car and the Parkfinder app, a pioneering project that makes it easy to find available parking, or new seamless payment options, all designed to make progress towards the concept of easier mobility being fostered by the company, whose stand provides visitors with connected and integrated mobility experiences featured in three displays – the Digital Sharing vision, the urban experience provided by the Ateca and the iCity collaboration platform, which partners SEAT with the Barcelona Council Cellnex Telecom.



At the Smart City Congress SEAT also presented the BCN Smart Shuttle concept, developed by the CARNET urban mobility research and innovation hub. The goal of BCN Smart Shuttle is to offer a flexible mobility service adapted in real time to the urban environment and user transportation needs. Explaining the initiative, SEAT head of Innovation Christoph Waller said **“We want in-depth knowledge of user demands in their urban commutes in order to develop highly efficient tripsharing mobility solutions. A key success factor for this kind of service is the intelligence of the vehicle routing, matching the trip demands of different users in the smartest way. Therefore we are working on a new algorithm, the Mobility Formula, which we are constantly testing and improving using our new digital development tool, the CARNET virtual mobility lab”.**

The Smart City territory is an ideal backdrop to show the headway being made in SEAT’s vision of future mobility. The brand, which is undergoing a digital transformation process, has created the transversal Easy Mobility Team, which is poised to lead the company’s digital transformation based on three working areas – digitisation and R&D, customer experience and business development.

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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