



The road to Smart Cities of the future

The 'guardian angel' SEAT Leon and the first app by Metropolis:Lab Barcelona, premieres at the Smart City Expo

- / SEAT is presenting its Easy Mobility solutions at the event being held in Barcelona from 14 to 16 November
- / The novelties deliver a solution for each pillar of the **Barcelona Council's Urban Mobility Plan**
- / Significant among these is the safest model in the history of SEAT, the Leon Cristobal, a concept car that includes the latest technology for reducing risks and accidents
- / The Autonomous Driving Challenge will be carried out during the event, a competition with scale model autonomous cars led by CARNET with the participation of 9 universities

Martorell, 07/11/2017. - From 14 to 16 November, SEAT will be showcasing its most recent breakthroughs in smart mobility at the Smart City Expo World Congress 2017. The developments being presented aim to provide solutions to each of the four pillars of the **Barcelona Council's Urban Mobility Plan**, which seeks mobility that is safe, efficient, sustainable and equitable.

In the area of safe mobility, SEAT is highlighting the Leon Cristobal concept car, the safest vehicle in the history of the brand, aptly named after the patron saint of drivers and travellers. **It is a 'guardian angel' that concentrates the most advanced safety functions in the car aimed at reducing the main causes of accidents that are attributable to human error.** Featured among these safety functions are the Drive Coach, which emits safety warnings and minimises driver distractions, or the Black Box, which records data and images while driving that get sent to the selected Smartphone in the event of an accident.

In addition, and with the goal of offering solutions for efficient mobility in the city, SEAT Metropolis:Lab Barcelona will be revealing the results of the first project it has been working on since the creation of the Lab last April. The project consists in an app aimed at improving mobility in Barcelona whose functions include an indication of where construction work is being carried out that could affect traffic, or black spots with the highest concentration of accidents in the city.

In the area of improving sustainable mobility, a part of the fleet of ten eMii prototypes, which will soon be made available to the employees of Metropolis:Lab Barcelona and Pier 01, will also be highlighted during the event.

With reference to equitable mobility, an innovative solution is being presented by CARNET, the only **Barcelona's urban mobility research centre** founded by SEAT, Volkswagen Group



Research and the Polytechnic University of Catalonia. This solution is the Virtual Mobility Lab, a simulation tool that analyses and evaluates the impact of smart mobility projects in Barcelona and enables results to be extrapolated prior to implementing any pilot test.

Autonomous Driving Challenge

This challenge, aimed at students with technical training in robotics and driven by CARNET, seeks to reward young talent and aims to enable participants to develop fully autonomous driving functions.

After months of preparation by students and organisers of the initiative, an event will be held during the Smart City Expo with the participation of more than 50 students with technical training in robotics from nine universities. The project seeks to develop software that is able to self-propel a scale model vehicle through a closed circuit.

This development can be applied and scaled to real-time autonomous driving algorithms and gives students the ability to participate in the creation of this future mobility concept.

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 81% of its vehicles, and is present in over 80 countries through a network of 1,700 dealerships. In 2016, SEAT obtained an operating profit of 143 million euros, the highest in the history of the brand, and achieved worldwide sales of nearly 410,000 vehicles.

SEAT Group employs more than 14,500 professionals at its three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza, Leon and Arona. 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 digitalisation process to promote the mobility of the future.

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