

First joint project since the signing of the agreement

SEAT and Saba present Droppit, the app that delivers your grocery shopping directly to your parked car

- / With this new app, users can place their shopping order at a virtual supermarket and have it delivered to their parked car in a Saba carpark
- / The project represents a step forward for SEAT in the development of solutions that provide a completely personalised user experience
- / Deliberry and Glovo, the first partners of the initiative

Barcelona, 03/01/2018. – SEAT and Saba, a leading operator in the development of solutions in the area of urban mobility and a specialist in parking management, are presenting Droppit, an app that will allow any user to place a shopping order at a virtual supermarket and have it delivered directly to their car while it is parked in a Saba carpark. The six-month pilot test of this project, in collaboration with virtual supermarket Deliberry and Courier company Glovo, will be carried out in two carparks managed by Saba in the city of Barcelona, the ones located on Pau Casals and Lluís Companys.

In this initial stage, Droppit – available for both iOS and Android, will enable customers to order their shopping and get it delivered through Deliberry, as well as contact Glovo for delivery of any kind of errand **to either of Saba's** carparks. The customer leaves their car keys with Saba staff, who are responsible for accompanying the delivery person, identifying the car and placing the order in it. In the future, the aim is to make the process easier using technology that enables the service providers to access cars using fingerprint recognition supported by the app itself.

Following the presentation of the new app, SEAT Business Development Officer Arantxa Alonso pointed out that “solutions such as Droppit offer a valuable, personalised experience. With this kind of initiative, SEAT seeks to further its commitment to car-related digitisation”. In this sense, Alonso indicated that “integrating two partners as dynamic and specialised as Glovo and Deliberry in this project certainly demonstrates the future potential of the agreement between SEAT and Saba”.

Furthermore, Saba CEO Josep Martínez Vila highlighted that for Saba this new initiative “is another step forward in the offer of value added services for the customer, with innovation and sustainable mobility as the main lines of action, making progress in the agreement signed with SEAT last April and contributing to accelerating new initiatives in the mobility **services ecosystem**”.



Strategic agreement with Saba

The launch of this solution is a further step in SEAT's commitment to enhancing the vehicle-centric mobility ecosystem with new services. Droppit is framed within the partnership agreement concluded by SEAT President Luca de Meo and Saba CEO Josep Martínez Vila last May at the Automobile Barcelona International Motor Show. The goal of this collaboration is **for Saba to join SEAT's digital ecosystem for the development of vehicle and parking related services.**

Among others, both companies are considering offering an app-based parking reservation and payment system, as well as working on projects such as Parkfinder 2.0. This service aims to provide real time information on available parking spaces and recommends them according to **individual customers' actual needs. Likewise, the agreement** seeks to address other services related to the time that cars spend parked, such as refuelling, taking into consideration that on average, privately owned vehicles spend 95% of their time parked.

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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