



2nd Connected Industry 4.0 Congress

## SEAT presents its potential in innovation and Industry 4.0 in Madrid

- / Debates were held during the event on digital transformation and the challenges posed by the industrial revolution
- / At the SEAT space visitors experimented with collaborative robots and solutions using augmented reality, among others
- / SEAT also participated today in UNLEASH to identify the most promising talent

Madrid, 26/09/2018.- SEAT participated today in the 2nd Connected Industry 4.0 Congress, promoted by the Ministry of Industry, Trade and Tourism, in order to discuss the digital transformation as it applies to industry. This event, which has established itself as a reference in Spain in this area, gathered national business leaders and was opened by King Felipe VI and Industry, Trade and Tourism Minister Reyes Maroto.

SEAT head of innovation and Smart Factory Francisco Requena coordinated a panel discussion based on the theme **“Information: key in the automotive industry’s digital transformation”**, where he reflected on SEAT’s keys in terms of Industry 4.0 applied to cars. **“Getting on the overarching fourth industrial revolution train is not an option, but rather an obligation for any business. At SEAT we are developing and applying digital tools and solutions aimed at car production which are enabling us to be more efficient and flexible, more agile and more digital”** Requena emphasised.

As the industrial company that invests the most in R&D in Spain, at the congress SEAT presented the connected employee concept before and during the production process. This includes a simulation prior to production to verify the reliability of the process and the product, the technologies to facilitate daily work and training to enable employees to learn the task.

Visitors also got the chance to piece together a puzzle with the help of a collaborative robot. In addition, thanks to augmented reality, they got a look at how to access complete information on facility maintenance via a QR code.

The SEAT space at the congress also featured an area dedicated to the Breaking Fab open innovation programme, which was singled out as the best talent attraction programme at the latest edition of the Advanced Factories congress.



Young talent at UNLEASH

In connection with attracting talent, SEAT was also present today in Madrid at the third edition of UNLEASH, an event organised by Pangea, the first global ecosystem of young talent, which gathers more than 1,000 people aged between 20 and 30.

**Participants in this meeting include the world's most promising talent in different sectors,** who take part in discussion panels, presentations and performances aimed at inspiring other young people to change the world. Some of the artists who took part were Ben Towers, **named 'Smartest Kid on the Planet' by The Times;** Sarah Bovy, the first woman to race an Aston Martin Vantage GT3 and César Brandon, a poet who won the 2018 edition **of Spain's Got Talent.**

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 80% of its vehicles, and is present in over 80 countries on all five continents. In 2017, SEAT obtained an after tax profit of 281 million euros, sold close to 470,000 cars and achieved a record turnover of more than 9.5 billion euros.

The SEAT Group employs more than 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza, Arona 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 digitalisation process to promote the mobility of the future.

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