

Smart City Expo World Congress 2018

SEAT showcases its potential on the path to safer, more efficient mobility

- / SEAT Metropolis:Lab Barcelona and XMOBA reveal their new ride-sharing and Bus on Demand projects
- / SEAT Cristobal, now with 5G technology, enables the car to connect with its surroundings
- / Socially responsible navigation with Waze and the Barcelona City Council
- / eXS KickScooter powered by Segway as an urban electric mobility solution
- / With these initiatives, the brand is making progress to consolidate its Easy Mobility strategy
- / Amazon Alexa, now in Spanish, Italian and French

Martorell, 13/11/18. - SEAT is presenting the novelties that will contribute to enhancing the future of urban mobility at the Smart City Expo World Congress, which is being held in Barcelona from November 13th to 15th, the backdrop for addressing the challenges facing cities to promote the global transition towards smarter, more sustainable mobility.

Visitors to the SEAT booth at the Expo can discover the new solutions for improving mobility developed by SEAT Metropolis:Lab Barcelona such as ride-sharing and Bus On Demand which XMOBA is going to implement as a pilot test next year; the evolution of the SEAT Cristobal concept car, now equipped with 5G technology; the new socially responsible **navigation project partnering Waze with the Barcelona City Council; or the brand's first** vehicle of its urban micromobility strategy, the SEAT eXS powered by Segway.

SEAT President Luca de Meo stated that **"in addition to being one of the benchmarks in the automotive sector, SEAT aims to be a relevant player in defining future mobility. The projects we are presenting at the Smart City Expo are examples of the brand's capacity to develop initiatives that enable people to get around in a more efficient and sustainable way."** Furthermore, de Meo added that **"the vision of the city of the future includes an environment where different technologies and vehicle types coexist, and we believe that solutions such as the eXS will contribute to enhancing mobility in this new reality."**

XMOBA and Metropolis:Lab collaborate for better mobility

Teams at XMOBA and Metropolis:Lab, two independent SEAT Group companies, are working together to continue developing smart solutions that enhance mobility in cities.

The Bus on Demand project, developed by Metropolis:Lab, aims to improve the efficiency of public transport with a service that adapts to user needs, including modifications to both the route and frequency of scheduled bus lines. The goal of the project is to optimise the use of

existing buses by offering flexible routes that adapt to real time demand. The initiative is beginning now with a pilot test in Wolfsburg (Germany) and will be coming to Barcelona in upcoming months to begin its implementation in a second pilot phase.

The second solution presented is a ride-sharing app developed by Metropolis:Lab. Following an initial pilot phase carried out with a selection of SEAT employees in Martorell, the app will be open to all users in the next year. Ride-sharing puts users in touch who commute to work by car, so people who live in the same area can share the ride. With this solution, the company aims to reduce the number of vehicles on the roads and increase commuter efficiency.

The return of SEAT Cristobal, now 5G

SEAT is also showcasing Cristobal 5G, the prototype that integrates advanced safety assistants for the reduction of risks and accidents. As part of its evolution, Cristobal now features 5G technology and enables the car to connect with the pedestrians and streets in its surroundings. A use case was recently presented in Segovia and Talavera de la Reina in collaboration with Telefónica.

Luca de Meo stated that **“Cristobal is a clear example of the capabilities of a connected car in contributing to the goal of zero accidents. We are working so that upcoming SEAT models can incorporate 3 of the 17 safety assistants featured on this “guardian angel”, which are already in an advanced stage of development.”**

Cristobal’s three functions that are in the final stage for inclusion in new SEAT launches are the **“Exit-Assistant”**, a sensor to detect approaching cars or motorcycles when opening the door; the **“Display-Mirror”**, a door mirror that does away with blind spots; and the **“Advanced ACC”**, which automatically adapts driving speed to the permitted limit posted at all times.

Socially responsible navigation with SEAT, WAZE and the Barcelona City Council

Following the agreement reached in 2017, SEAT became the first brand to integrate Waze cooperative navigation in its vehicles. Now, in collaboration with the Barcelona City Council, both brands are taking a further step in their cooperation.

By analysing data furnished by the Barcelona City Council and through the use of artificial intelligence, SEAT can predict events that could cause traffic disruptions, such as football matches, concerts or school drop-offs and pick-ups. With this information, Waze will inform users of the reasons for proposing route changes. This will improve urban mobility and prevent possible accidents at peak times during these kinds of common events.

SEAT’s first urban micromobility vehicle

Last week, SEAT announced the launch of the SEAT eXS powered by Segway, a vehicle that represents the brand’s first step in its micromobility strategy.



Visitors to the Smart City Expo will have a chance to take the new eXS for a test run in an exterior venue prepared by SEAT which is open to the public. The SEAT eXS powered by **Segway was designed exclusively by SEAT for its customers, and features Segway's leading electric technology built into the platform of its ES2 model.**

This vehicle enables users to cover the remaining distance of any trip, even reaching places which are difficult for cars to access. Thanks to its large 8 inch diameter wheels, it is easy to ride and its front and rear suspensions give it smooth handling. The battery and engine combination enables it to travel up to 25 km/h. The eXS can also connect an additional battery to further increase its range, which reaches a maximum of 45 km depending on the conditions.

The SEAT eXS can be purchased at all of the brand's dealers beginning in December 2018, at a cost of €599. It will be available in Spain, France, Germany, Austria, Switzerland and Portugal before the end of the year, and in the rest of Europe in 2019.

SEAT's goal is to be in permanent contact with institutions and city councils to contribute to better future mobility. With this goal in mind, SEAT is currently looking for Spanish cities to implement a pilot test with a fleet of shared SEAT eXS that is open to the public. The recently created independent SEAT Group company XMOBA will be responsible for carrying out the tests in order to study the potential of the electric kick scooter for improving mobility in urban centres.

Hello, Hola, Alexa!

SEAT was the first brand in Europe to integrate Amazon Alexa, **Amazon's cloud-based voice service**, and last week it launched the service in Spanish, Italian and French to enable customers in the three markets to access a wide range of functions via simple voice commands. For the occasion, visitors to the Smart City Expo can interact with Alexa in its English and Spanish versions at the SEAT stand.

SEAT is an automotive company with headquarters in Martorell (Barcelona). A member of the Volkswagen Group, it is present in over 80 countries and exports 80% of its vehicle production. In 2017, SEAT obtained an after tax profit of 281 million euros, sold close to 470,000 vehicles and achieved a record turnover of more than 9.5 billion euros.

The multinational is engaged in a global digitalisation process to promote mobility of the future and new business opportunities. SEAT aims to combine the best processes and structures of a major company with the agility and flexibility of a start-up.

For this purpose, SEAT now has Metropolis:Lab Barcelona, located in the Barcelona Tech City's Pier 01, the European technological hub of reference, and the subsidiary XMOBA, which aims to identify, develop and commercialise new Smart mobility services. The company also offers the latest connectivity technology in its vehicle line-up, and is the first in the world to integrate Amazon Alexa, Google's Waze or Shazam.

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