

Boosting e-mobility of the future

SEAT partners with Barcelona **to spearhead Europe's** urban mobility

- / The European Union chooses the consortium made up of Barcelona, SEAT and 46 other cities, businesses and universities to develop the Knowledge and Innovation Community (KIC) on Urban Mobility
- / **Luca de Meo: “This initiative will enable us to boost a new European mobility model that encourages innovation and competitiveness”**
- / The KIC on Urban Mobility involves an investment of up to 1.6 billion euros and will have a duration of between 7 and 15 years

Barcelona, 12/12/2018. – The European Union has chosen the MOBILus consortium, made up of the city of Barcelona, SEAT and 46 other cities, businesses and universities in 15 European countries, to develop the Knowledge and Innovation Community (KIC) on Urban Mobility, the initiative that is tasked with developing innovations in urban mobility in the European Union.

The Knowledge and Innovation Community on Urban Mobility will have a duration of between 7 and 15 years and require a financial investment of up to 1.6 billion euros: 400 million to be contributed by the European Union and up to 1.2 billion by the partners. The headquarters will be located in Barcelona, with four branches in Copenhagen (Denmark), Prague (Czech Republic), Munich (Germany) and Helmond (the Netherlands).

The first General Assembly of the EIT-Urban Mobility, the European Institute of Innovation and Technology of **Urban Mobility, was held today in Barcelona, and was attended by the city's** mayor Ada Colau; the commissioner of Economic Promotion of the Barcelona City Council Lluís Gómez; and representatives of the Polytechnic University of Catalonia (UPC).

At the press conference to present Barcelona as a European capital of urban mobility, SEAT president Luca de Meo emphasised that **“this project confirms that when the Public Administration, businesses, universities, financial institutions and social agents work together, we are able to move the world. This initiative is going to enable us to boost a new European model of mobility that encourages innovation and competitiveness.”**

The aim of the KIC on Urban Mobility is to stimulate European competitiveness, improve mobility and promote the appeal of cities by connecting communities and encouraging business innovation and re-imagining public spaces.

The choice of the MOBILus consortium, of which SEAT is a prominent member, and selecting Barcelona as the headquarters of the urban mobility innovation platform, will have a



significant economic impact on the city and attract new investments. Among other goals, expected outcomes include the creation of 180 associated startups, the freeing up of more road space in 90% of the participating cities, the training of 1,450 graduates in specialties relating to the consortium or an increase in shared mobility in all of the member countries.

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 Tarraco in Germany, 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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